

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
Sent: Monday, April 27, 2009 1:20 PM
Subject: Kang & Lee Advertising Ranked #1 Asian American Agency by Advertising Age

Kang & Lee Advertising Ranked #1 Asian American Agency by Advertising Age

New York City, April 27, 2009 - The leading trade publication, Advertising Age, has once again ranked Kang & Lee Advertising as the **#1 Asian American Multicultural Agency** in the United States. The ranking was announced in the magazine's 65th Annual Agency Report issued today.

Led by an executive management team including Cynthia Park, President, and Saul Gitlin, EVP, Strategic Services, K&L has been at the forefront of the Asian marketing and communications industry since the agency's founding in 1985. Next year - 2010 - will mark the celebration of K&L's 25th anniversary.

"Our commitment to bring Asian consumers to the attention of corporate America has never wavered," said Cynthia Park, President, K&L Advertising. "The affluent and highly educated Asian market has become extremely important for diverse categories and brands," Park concluded.

By focusing on Asian multicultural marketing, corporations have a unique opportunity to achieve business growth with one of the most attractive consumer profiles in the country. Asians have the fastest population growth rate among all racial groups, the highest median household income, the highest level of educational attainment, and one of the highest rates of entrepreneurial activity. Because most Asian communities are tightly concentrated within key geographic regions, these consumers can be reached in a cost-efficient manner to achieve a strong return on investment.

"We remain focused on offering our strategic insights and ground-breaking creative work to our clients, enabling them to forge relationships and build value within the Asian multicultural markets," noted Saul Gitlin, EVP, Strategic Services. "Over many years, K&L has continually delivered the most effective, efficient, and culturally-relevant marketing strategies and communications programs."

About K&L Advertising

K&L Advertising is the leading multicultural marketing consulting and communications agency specializing in reaching Asian consumers in North America. Headquartered in New York City, K&L services a wide range of blue-chip clients in diverse product categories.

To learn more about K&L and the Asian American marketplace, please visit K&L's award-winning website, www.kanglee.com.

Contacts:

Lisa Skriloff; Yartish Bullock-Okeke
Multicultural Marketing Resources, Inc.
212-242-3351
lisa@multicultural.com; yartish@multicultural.com

Saul Gitlin
EVP, Strategic Services
K&L Advertising
212-375-8130
SAUL.GITLIN@kanglee.com