

**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]  
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**Subject:** Kang & Lee Advertising Honored by Manhattan Chamber of Commerce

## **Kang & Lee Advertising Honored By Manhattan Chamber of Commerce With 2009 Mid-Size Business of the Year Award**

**New York, NY (November 5, 2009)** - The Manhattan Chamber of Commerce (MCC) has awarded Kang & Lee Advertising, the leading Asian American multicultural marketing consulting and communications agency in the nation, with the 2009 Mid-Size Business of the Year Award at the Chamber's annual awards ceremony this morning. Sponsored by Wachovia/Wells Fargo, the award was presented to K&L by New York State Senator, Liz Krueger. Saul Gitlin, EVP, Strategic Services at K&L Advertising, accepted the award on behalf of the agency.

The Annual MCC Business Awards Breakfast is the Manhattan Chamber's premiere event, celebrating the business leaders in New York City who have built outstanding businesses that have contributed to both the economy and community. The Mid-Size Business of the Year Award recognizes a successful company in a particular field of business that embodies good values and is community-focused. The MCC also selected K&L as this year's recipient due to the organization's commitment to diversity, and in recognition of the strength of the multicultural markets in New York.

"As a 'home-grown' agency that was founded in Manhattan 25 years ago, but has since expanded throughout the United States and Canada, we would like to extend our sincerest gratitude to the Manhattan Chamber of Commerce for this very meaningful honor," said Saul Gitlin, EVP, K&L Advertising.

Since its founding in 1985, K&L has been at the forefront of the Asian multicultural marketing and communications industry and has developed leading expertise across a wide range of client product categories including those in the telecom, financial, retail, automotive, airline, cosmetics, healthcare, packaged goods, and travel & leisure industries, among others.

Over the years, K&L has also been honored with a long list of prestigious industry accolades and awards, including the American Advertising Federation's (AAF) Mosaic Award, The Association of National Advertisers' (ANA) Multicultural Excellence Award, The New York American Marketing Association's Gold EFFIE Award, The Advertising Research Foundation's Grand Ogilvy Research Award, the Telly Awards, and the 4A's O'Toole Award, among many others.

The MCC Business Awards Breakfast, which is attended by over 275 top business owners and leaders in NYC, includes executives from corporations such as Con Edison, Time Warner Cable, Verizon, Wachovia, Citibank, Microsoft, Coldwell Banker, Standard & Poor's and a host of entrepreneurs and invited guests. Past honorees and speakers have included Charlie Rose, Mayor Bloomberg, Donald Trump, and Barbara Corcoran, to name a few. Many NYC personalities and community leaders such as Tim Zagat, Norma Kamali, Christine Quinn and others also participate as presenters at the event.

### **About The Manhattan Chamber of Commerce**

MCC advocates for positive business legislation, sponsors educational seminars and networking events, markets its member companies, and encourages global business. MCC also holds street fairs, volunteer expos and supports the non-profit community in its quest to improve the quality of life in Manhattan's neighborhoods. The Chamber represents the voice of over 100,000 companies in Manhattan and partners with over 300 diverse business organizations in the city. MCC members are part of one of the largest single business constituencies, representing approximately 165,000 local employees, 1.6 million US employees, and approximately 4.5 million employees globally. Collectively, MCC member companies account for over \$630 billion dollars in annual revenue. The MCC mission is to create a positive business environment to foster job development and promote business growth.

### **About Kang & Lee Advertising**

K&L Advertising is the leading multicultural marketing consulting and communications agency specializing in reaching Asian consumers in North America, ranked #1 Asian multicultural agency by Advertising Age Magazine on April 27, 2009. Headquartered in Manhattan, Kang & Lee services a wide range of blue-chip clients in diverse product categories.

### **Photos Available**

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