

**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]  
**Sent:** Monday, April 26, 2010 1:01 PM  
**Subject:** Kang & Lee Advertising Ranked #1 Asian Multicultural Agency by Advertising Age Magazine

**Kang & Lee Advertising Ranked #1 Asian Multicultural Agency  
by Advertising Age Magazine**

**New York City, April 26, 2010** - The leading trade publication, Advertising Age, has once again ranked Kang & Lee Advertising as the **#1 Asian Multicultural Agency** in the United States. The ranking was announced in the magazine's 66th 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. This year marks K&L's 25th anniversary.

"Throughout the last two and a half decades, our commitment to bring Asian consumers to the attention of corporate America has never wavered," said Cynthia Park, President, K&L Advertising. "Today, we are very honored to work with a fast-growing group of clients, representing diverse categories and brands, who view Asian multicultural consumers not as a good marketing 'add-on' or 'option,' but rather, as a business imperative," 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 both the United States and Canada. 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 throughout North America, these consumers can be reached in a cost-efficient manner to achieve a strong return on investment.

"As is the case for any successful marketing initiative, our focus in tapping the potential of Asian consumers is rooted in developing strategic insights and ground-breaking programming and creative, thus enabling our clients to forge relationships and build value within diverse Asian ethnic segments," noted Saul Gitlin, EVP, Strategic Services. "Clients active in Asian marketing already well understand the often disproportionately strong sales and loyalty that Asian consumers contribute to their businesses, and we expect that in this new decade, there will be a surge of new categories seeking to more effectively engage this market."

**About K&L Advertising**

K&L Advertising is the leading multicultural marketing consulting and communications agency specializing in reaching the diversity of Asian consumers in North America - including the Chinese, South Asian, Filipino, Vietnamese, Korean, and Japanese segments, among others. Headquartered in New York City, and with an office in Toronto, K&L services a wide range of US and Canadian clients in diverse product categories.

**To learn more about K&L and the Asian multicultural marketplace, please visit K&L's award-winning website, [www.kanglee.com](http://www.kanglee.com).**

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### About This Newsletter

Multicultural Marketing News, is published by Multicultural Marketing Resources, Inc. (MMR). For a free subscription to Multicultural Marketing News, sign up for MMR E-News at [www.multicultural.com](http://www.multicultural.com)

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