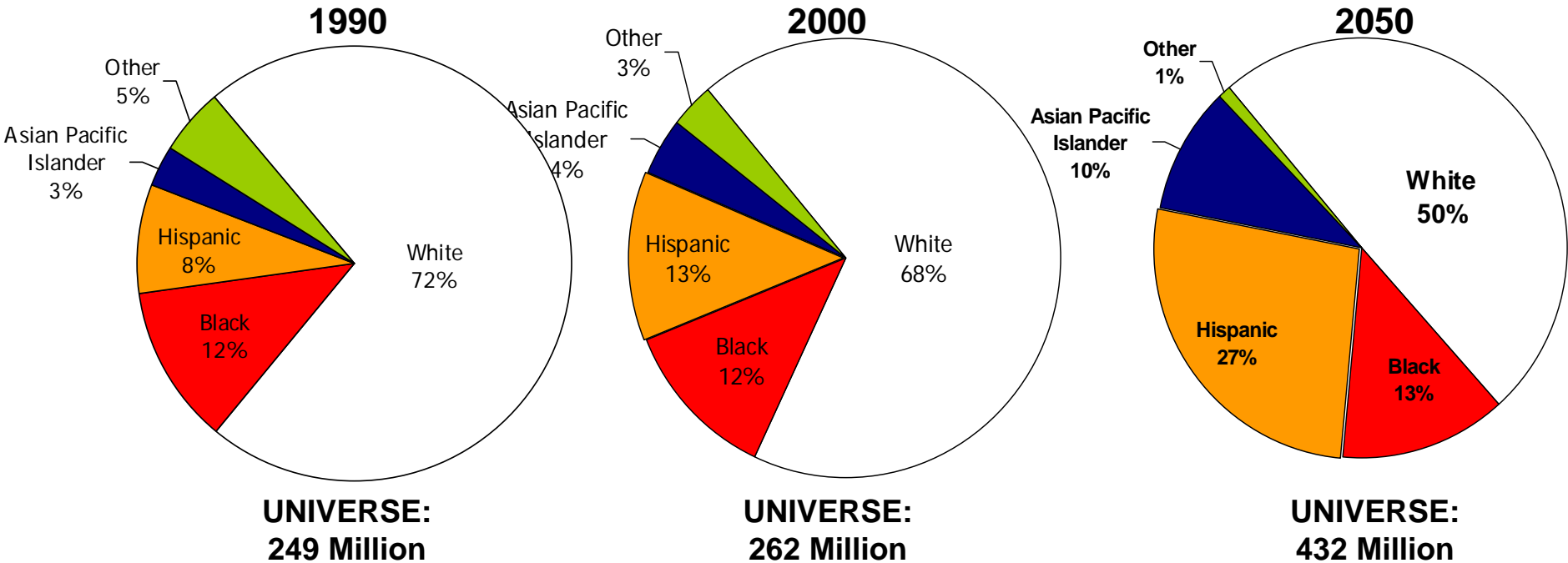


Tomorrow's Mainstream Markets

U.S. ethnic populations are growing rapidly, representing tomorrow's mainstream markets.



The Asian American Consumer

Profile

- Estimated at 4.4%, or 13 million people, in 2006
- One of the fastest growing multicultural segments in the nation
- Grew an estimated 87% between 1990 and 2006
- By the year 2011 there will be 14.8 million Asian Americans in the United States
- Of 10 million Asians in 2000
 - More than ½ are females (52%)
- Possess the highest income figures for all minority groups
 - purchasing power reached \$397 billion in 2005
 - expected to jump to \$579 billion in 2010



Top States for Asian Americans

Rank		Size of Pop (000)	% of State Pop	% of Total U.S. Asian Pop
1.	California	3,938	12%	37.5%
2.	New York	995	5.6%	9.5%
3.	Hawaii	757	41.6%	7.2%
4.	Texas	556	2.8%	5.3%
5.	New Jersey	453	5.6%	4.3%
6.	Illinois	403	3.3%	3.8%
7.	Washington	330	5.8%	3.1%
8.	Florida	271	1.8%	2.6%
9.	Virginia	247	3.6%	2.4%
10.	Massachusetts	223	3.6%	2.1%

Top Emerging Markets

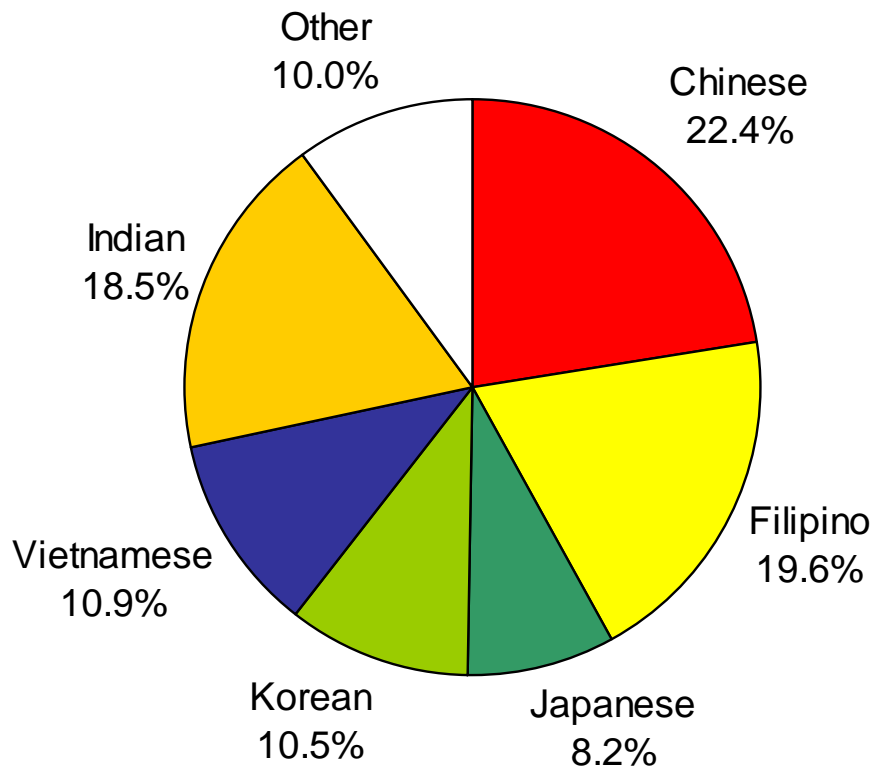
...For Asian Americans

Market	State	2006 Asian Population	Asian Population Growth ('90-'11)
Atlanta	GA	281,219	418%
Charlotte	NC	69,827	405%
Orlando	FL	122,745	340%
Raleigh-Durham	NC	88,647	316%
Phoenix	AZ	136,723	273%
Nashville	TN	48,054	251%
Dallas	TX	334,507	248%

Source: Geoscape 2006 Out of top DMA's 1990-2011 growth

Percentage of total by Country of Origin

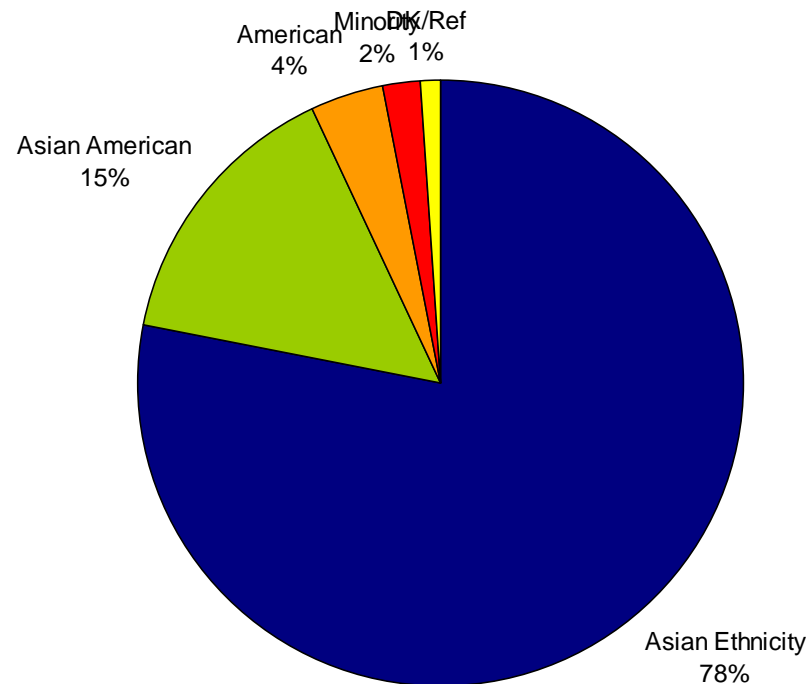
The Chinese represent the largest segment of the Asian American Market.



Source: Geoscape 2006

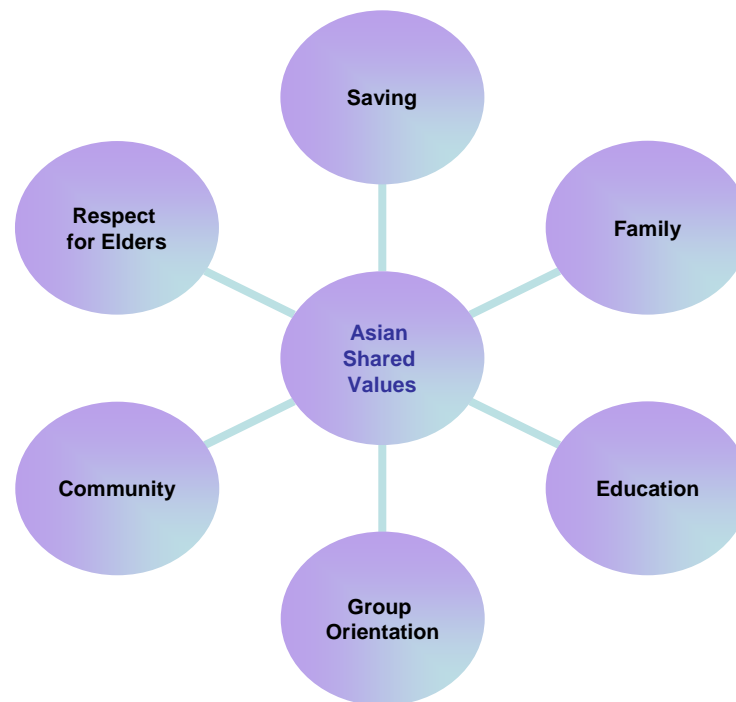
Identity

- In general, over three-quarters of Asians strongly identify themselves with their own country of origin first.
- Vietnamese are the most likely; Filipinos are the least likely.



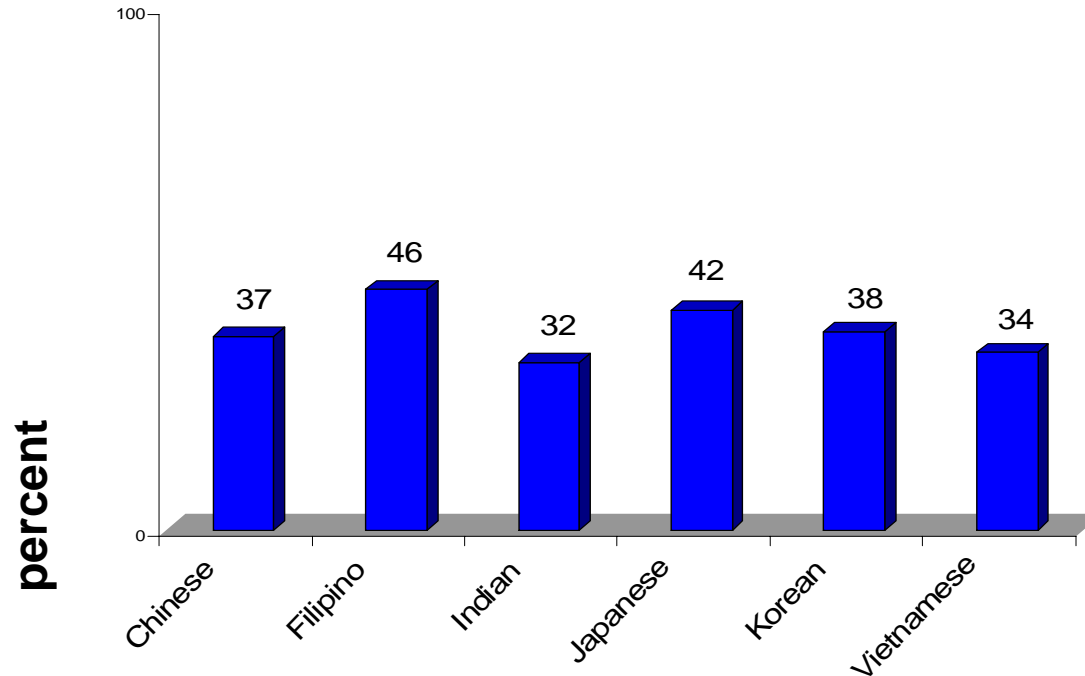
Values

- Asian shared values provide common cultural denominators that can help differentiate this group from other ethnic groups.



Total Media Consumption

- Filipinos overindex on total media consumption per week (in-language and English-language), while Indians underindex.



In an average day, how many hours of in-language/English-language TV do you watch/radio do you listen to/reading? Base = Total Asian Respondents; Index calculated.

Source: CAG/ISA Asian American Market Report 2005

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