



MEDIA KIT

& Publication Portfolio



A Leading News Resource in Orange County

Nguoi Viet Daily News is the largest and most influential Vietnamese newspaper outside of Vietnam and as such is a top media source to reach the Vietnamese American consumer.

- Vietnamese Americans represent a major consumer market with a buying power estimated at \$4 billion.
- 83 percent of Vietnamese Americans count on ethnic media for their news source.*
- Orange County, California, is home to the largest concentration of Vietnamese people outside of Vietnam, with more than 250,000 living in Orange County. Vietnamese Americans comprise:
 - 41.4 percent of the population of Midway City
 - 40.2 percent of the population of Westminster
 - 27.7 percent of the population of Garden Grove
 - 20.7 percent of the population of Fountain Valley
- These Orange County communities have the highest percentage of Vietnamese residents in the U.S.
- The Los Angeles-Long Beach-Santa Ana Metro Area has the highest Vietnamese population in the U.S.
- California alone accounts for more than 37 percent of the Vietnamese population in the U.S. and nearly 343,000 Vietnamese people live in the counties of Orange, Los Angeles, San Diego, Riverside and San Bernardino.
- Between 2000 and 2010, the Vietnamese population in the U.S. grew by 425,921, or 37.9 percent.
- As no other area in the United States offers the kind of traditional stores, food, entertainment, and products that thrive here in Orange County, it has become a major tourist destination for Vietnamese Americans both within the U.S. and internationally.

*Sources: *2009 New America Media study on Penetration of Ethnic Media; 2010 U.S. Census*

History

Founded in 1978 by Yen Ngoc Do, Nguoi Viet Daily News began as a weekly four-page newspaper. The first issue, inked by hand in his garage, debuted with an initial press run of 2,000.

Today, Nguoi Viet Daily News has become the largest and most influential Vietnamese-language newspaper outside of Vietnam. It is now a daily publication with a full-time staff of 50, and it has an audited circulation of nearly 17,000.

Moreover, Mr. Do is the only Vietnamese American journalist whose work is highlighted in Washington, D.C., at the Newseum, a museum celebrating the important role of journalists throughout the centuries, raising awareness of a free press in a democratic society.

With both the Nguoi Viet 2 & www.nguoi-viet.com, Nguoi Viet Daily News is continually evolving to attract new readers and adapt to the ever-changing marketplace.

In fact, to better serve the needs of Vietnamese American populations, Nguoi Viet publishes an average 10 pages of classified ads in each issue, featuring nearly 200 ads daily - many which also appear online at customers' requests. Nguoi Viet is committed to its core readers and advertisers, with more than 110 customers placing display ads daily promoting special goods and services in the printed edition, apart from our annual Yearbook, a business directory; a pocket directory and a glossy Lunar New Year magazine.

The unique story of our birth, along with the newspaper's place as a cultural institution, has been covered by The New York Times, The Los Angeles Times, The Orange County Register, BBC News, National Public Radio, the Associated Press and dozens of other media outlets.

Reader Demographics & Information

Marital Status: 57 percent married
42 percent single

Education: 40 percent have a Bachelor's degree or higher

Household Income: 46 percent earn above \$50,000 per year

Housing: 56 percent homeowners
90 percent of homes valued \$450,000 to \$600,000
44 percent renters

Language: The readers older than 40 consider Vietnamese their primary language.

Nguoi Viet Reach

Nguoi Viet Daily News is by far the leading Vietnamese newspaper published outside of Vietnam and more specifically, within Orange County, California. Incorporating Nguoi Viet 2, the weekly English-language section, we are able to cover a vast cross-section of the Vietnamese American community of consumers.

- Average Daily Readership of 70,000+
- Audited Circulation of nearly 14,200*

www.nguoi-viet.com

The Nguoi Viet Daily News website helps readers and customers maintain an even deeper hold on the Vietnamese American community both nationally and internationally.

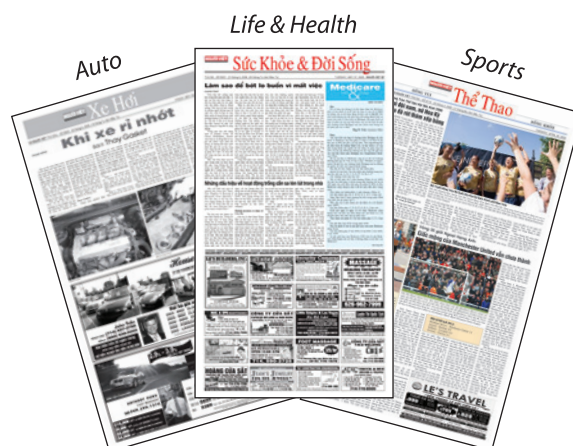
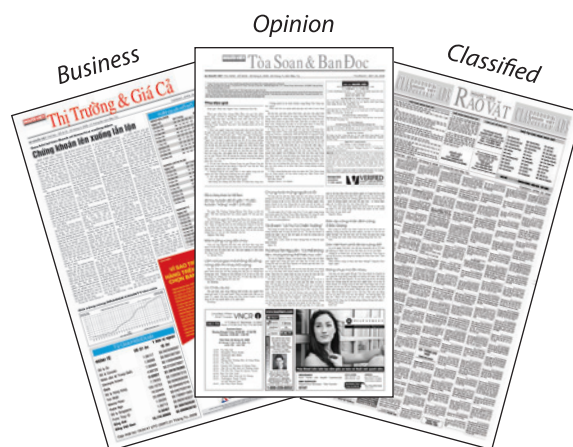
- Close to 355,000 unique visitors per month**
- More than 6.5 million page views per month**
- Over 55,000 average visits per day**



Source: *Verified Audit Circulation 2010. ** Google Analytics July 2011

Featured Sections

As times and immigration patterns change, Nguoi Viet Daily News provides readers with the information they care about. Not only do we build bridges between our community and the greater society, but also between local, national and international companies and Vietnamese consumers.



In addition to the main Vietnamese edition, Nguoi Viet Daily News each Thursday publishes Nguoi Viet 2, an English-language section targeting young professionals and second-generation Vietnamese Americans.



A snapshot of the Vietnamese Community in the U.S. from the 2010 Census

The Vietnamese population in the United States: 2010

1,548,449

The 2010 Census showed that the United States population was 308,745,538 on April 1, 2010. Of the total, 14,674,252, or 4.8 percent, reported Asian, and 1,548,449, or 0.5 percent, reported Vietnamese alone.

The Vietnamese population was the 4th largest among the Asian population groups in the United States. Between 2000 and 2010, the Vietnamese population had gained a numeric increase of 425,921, or 37.9%, compared with the total Asian population growth at 43.2%, and the United States at 9.7%.

Top 10 States with Largest Vietnamese Population: 2010

1	California	581,946
2	Texas	210,913
3	Washington	66,575
4	Florida	58,470
5	Virginia	53,529
6	Georgia	45,263
7	Massachusetts	42,915
8	Pennsylvania	39,008
9	New York	28,764
10	Louisiana	28,352

Source: U.S. Census Bureau, 2011, Demographic Profile

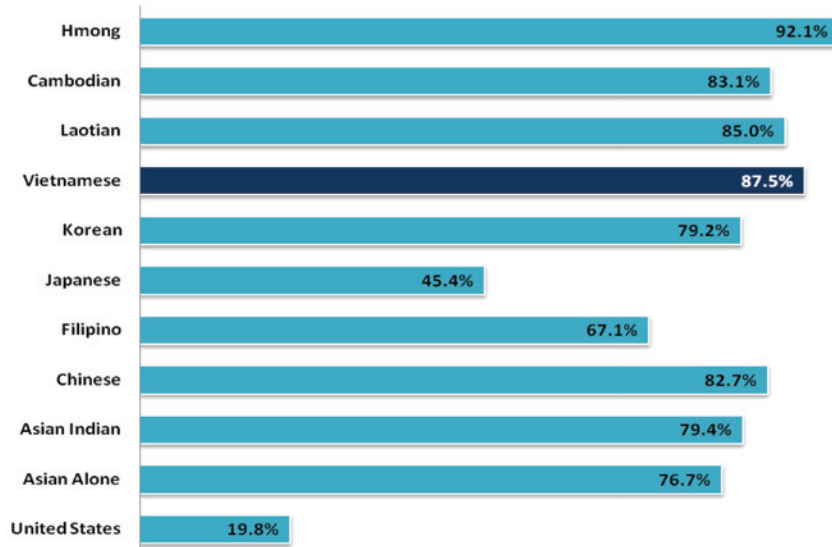
Top 10 U.S. Metropolitan Statistical Areas with Largest Vietnamese Population: 2010

1	Los Angeles-Long Beach-Santa Ana, CA	271,234
2	San Jose-Sunnyvale-Santa Clara, CA	125,774
3	Houston-Sugar Land-Baytown, TX	103,525
4	Dallas-Fort Worth-Arlington, TX	71,839
5	Washington-Arlington-Alexandria, DC-VA-MD	58,767
6	San Francisco-Oakland-Fremont, CA	55,636
7	Seattle-Tacoma-Bellevue, WA	55,114
8	San Diego-Carlsbad-San Marcos, CA	44,202
9	Atlanta-Sandy Springs-Marietta, GA	36,554
10	Boston-Cambridge-Quincy, MA-NH	32,353

Source: U.S. Census Bureau, 2011, Demographic Profile

Language Spoken At Home other than English

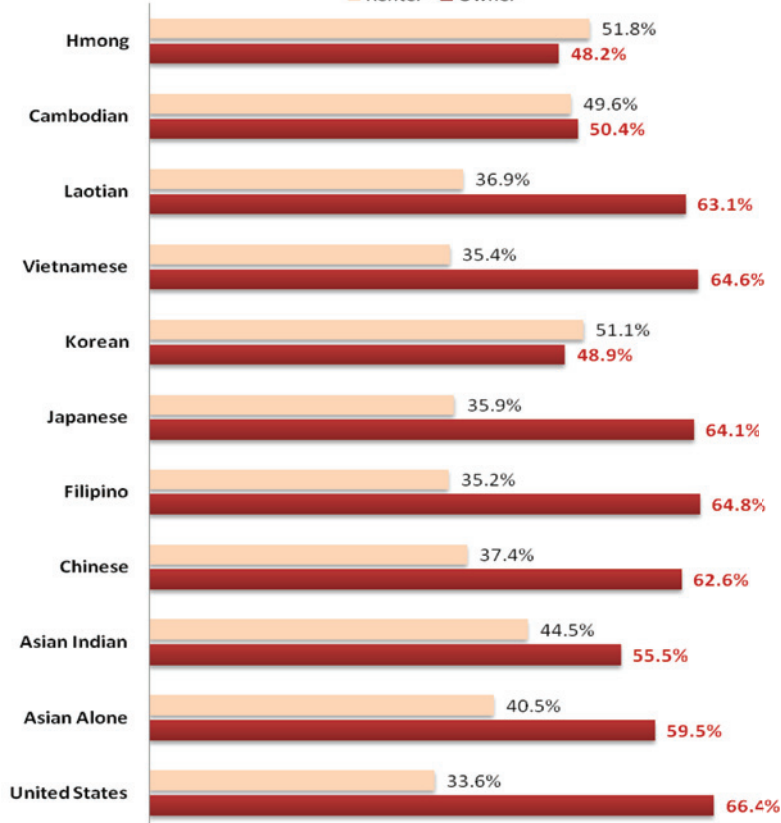
Source: U.S. Census Bureau, 2007-2009 ACS



Homeownership Among Asian

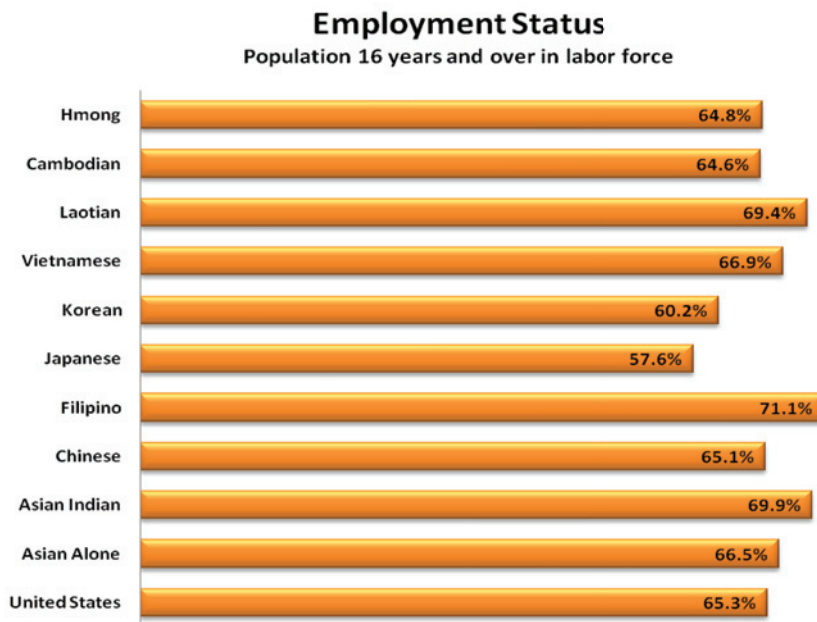
Source: U.S. Census Bureau, 2007-2009 ACS

■ Renter ■ Owner



Economic Characteristics

The robust revenues of Asian-owned firms and the growth in the number of businesses indicated that minority entrepreneurs are at the forefront as engines for growth in U.S. economy. The 2007 Survey of Business Owners (SOB), conducted by the Census Bureau, showed that Vietnamese small business ownership had grown by 55.8% since 2002, compared to 40.4% among Asian-owned firms.



The 2007 SOB showed that vietnamese owned 229,149 firms, or 14.8% of total firms owned by Asian, generating \$28.8 billion in receipts.