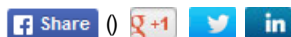


[Solutions \(http://www.prnewswire.com/ultimate-media-and-sony-entertainment-television-present-the-asian-american-heritage-festival-300080503.html\)](http://www.prnewswire.com/ultimate-media-and-sony-entertainment-television-present-the-asian-american-heritage-festival-300080503.html)[Browse News Releases \(http://www.prnewswire.com/ultimate-media-and-sony-entertainment-television-present-the-asian-american-heritage-festival-300080503.html\)](#)[See more news releases in Advertising \(http://www.prnewswire.com/news-releases/entertainment-media-latest-news/advertising-list/\)](http://www.prnewswire.com/ultimate-media-and-sony-entertainment-television-present-the-asian-american-heritage-festival-300080503.html)[Entertainment \(http://www.prnewswire.com/news-releases/entertainment-media-latest-news/entertainment-list/\)](http://www.prnewswire.com/ultimate-media-and-sony-entertainment-television-present-the-asian-american-heritage-festival-300080503.html)[Publishing & Information Services \(http://www.prnewswire.com/news-releases/entertainment-media-latest-news/publishing-information-services-list/\)](http://www.prnewswire.com/ultimate-media-and-sony-entertainment-television-present-the-asian-american-heritage-festival-300080503.html)

Ultimate Media And Sony Entertainment Television Present The Asian American Heritage Festival

Event commemorates the Asian American Heritage Month of May

- Over 5000 people expected to attend Lifestyle event featuring every aspect of Asian American cultures under one roof
- The Asian American population segment is fastest growing, most affluent and best educated levels among all minority groups
- Unique forum for corporations and businesses to represent their products and services to the Asian American community in a festive and celebratory atmosphere



PRINCETON JUNCTION, N.J., May 8, 2015 /PRNewswire/ -- Ultimate Media and Sony Entertainment Television Asia present the Asian American Heritage Festival on May 31st 2015 at the NJ Expo and Convention Center in Edison, NJ. The event marks the celebration of the Asian American Heritage month of May in the US. The highlights of the Festival are as follows:

- Dance performances by top dance academies from the area.
- Audience interactions with prominent Bollywood celebrities - Mr. Abhay Deol and Mr. Omi Vaidya.
- Over 20 corporate sponsors and 100 vendors showcasing their products and services.
- A focus on the real estate market featuring builders from India and the US, realtors, brokers and mortgage lenders. The Asian Realtors Association of America (AREAA), the trade organization that promotes homeownership opportunities within the Asian American community, is one of the Festival's sponsors.
- A wide range of food choices to go with free wine tasting by NJ's very own Balic Winery.
- Free medical check-up by Robert Wood Johnson Hospital
- An array of shopping options – Asian American clothing, jewelry, art and handicrafts.

"Our goal was to create a unique experience for the members of the Asian American community, our corporate client and vendor partners," said Ms. Mamta Narula, CEO, Ultimate Media. "While there are several festivals and events targeted at individual segments of this vast community, for the first time, we are putting together an event of this scale and size that caters to the entire Asian American population."

"We have created a unique forum that combines the three things that appeals most to the Asian American population – entertainment, food and shopping," said Ms. Narula. "We have experienced an overwhelming response for the Festival as evidenced by the large number of corporate sponsors and vendors who have signed up, Sony Entertainment Television agreeing to be the grand media sponsor and the top dance schools agreeing to showcase their performances and acts."

For more information visit www.asianamericanfestivals.com (http://www.asianamericanfestivals.com/) or email info@asianamericanfestivals.com (mailto:info@asianamericanfestivals.com).

About Ultimate Media

Ultimate Media is a leading integrated marketing, event management, and public relations firm that focuses on the Asian market in North America. We have over 10 years of experience and have organized over 100 events across 20 cities in North America. We have developed a strong understanding of the buying habits, spending patterns and demographic distribution of the Asian population in North America.

For more information, visit www.ultimatemedias.com (http://www.ultimatemedias.com/)

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Ultimate Media And Sony Entertainment Television Present The Asian American Heritage Festival

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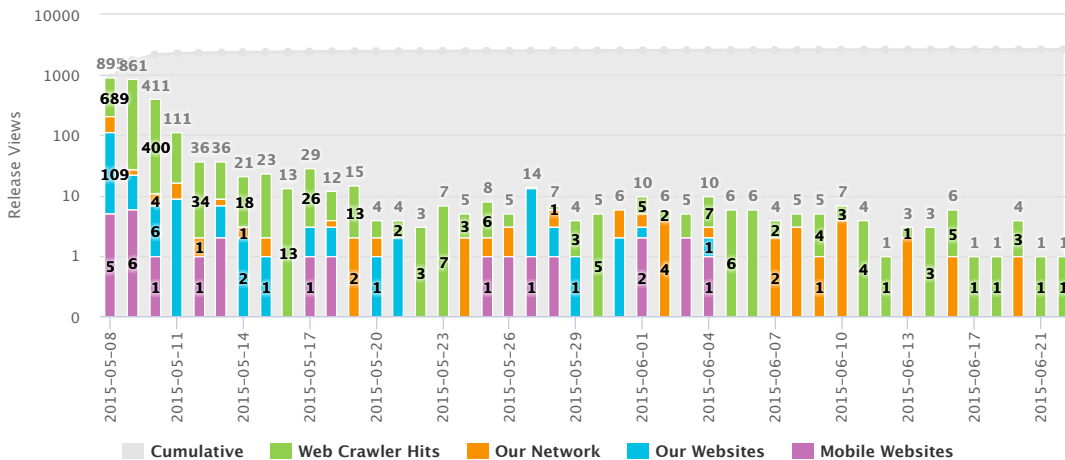
351
Release Views

Traffic Summary

Release Views Trends

See when the traffic to your release occurred.

Total Release Views by Day



Traffic by Asset

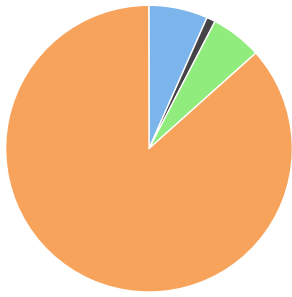
Views, plays and downloads of your release and any assets you included with it. Any views, etc. of assets that can not be linked directly to this release are shown against each other further below

Ultimate Media And Sony Entertainment Television Present The Asian American Heritage Festival	351 views 2,271 web crawler hits
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Traffic Details

This release has 351 views and 2,271 web crawler hits across all websites & networks.

Release Views & Web Crawler Hits



■ Views on Our Websites
■ Mobile views on our apps & websites
■ Views on Our Network
■ Web Crawler Hits

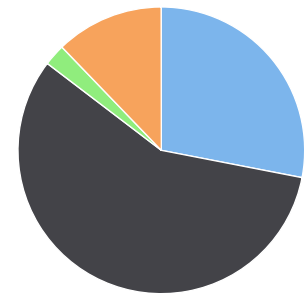
Websites	Views/Hits
Views On Our Websites	174
Mobile Views On Our Apps & Websites	26
▼ Views On Our Network (50)	151
Not Available	14
WTRF-TV CBS-7 (Wheeling, WV)	8
WCMH-TV NBC-4 (Columbus, OH)	7
KOTV-TV CBS-6 (Tulsa, OK)	7
WAVE NBC-3 (Louisville, KY)	6
KFMB-TV CBS-8 (San Diego, CA)	5
KCEN-TV NBC-9 (Temple, TX)	5
WFLX FOX-29 (West Palm Beach, FL)	4
WDAM NBC-7 (Hattiesburg-Laurel, MS)	4
KWTV-TV CBS-9 (Oklahoma City, OK)	4
KOLD CBS-13 (Tucson, AZ)	4
KFMB 760-AM (San Diego, CA)	4
KFMB 100.7 Jack-FM (San Diego, CA)	4
KEYC-TV CBS-12 / FOX-12 (Mankato, MN)	4
WCBT-TV NBC-2 (Mt. Pleasant, SC)	3
The State Journal (Charleston, WV)	3
KUSI-TV IND-51 (San Diego, CA)	3
KNDO-TV NBC / KNDU-TV NBC (Kennewick, WA)	3
KHQ-TV NBC-6 (Spokane, WA)	3
Broadcast Newsroom	3
WXIX FOX-19 (Cincinnati, OH)	2
WWBT NBC-12 (Richmond, VA)	2
WWUE-TV FOX-8 (New Orleans, LA)	2
WVNS-TV CBS-59 (Ghent, WV)	2
WTVM ABC-9 (Columbus, GA)	2
WTOL CBS-11 (Toledo, OH)	2
WSPA-TV CBS-7 (Spartanburg, SC)	2
WSLS-TV NBC-10 (Roanoke, VA)	2
WSFA NBC-12 (Montgomery, AL)	2
WSAV-TV NBC-3 (Savannah, GA)	2
WRCB-TV NBC-3 (Chattanooga, TN)	2
WOIO CBS-19 (Cleveland, OH)	2
WNCT-TV CBS-9 (Greenville, NC)	2
WMBF NBC-32 (Myrtle Beach, SC)	2
WLOX ABC-13 (Biloxi, MS)	2
WLBT NBC-3 (Jackson, MS)	2
WFLA-TV NBC-8 (Tampa, FL)	2
WFIE NBC-14 (Evansville, IN)	2
WALB NBC-10 (Albany, GA)	2
WAFB CBS-9 (Baton Rouge, LA)	2

KTVN-TV CBS-2 (Reno, NV)	2
KHNL-TV NBC-8 (Honolulu, HI)	2
KAIT ABC-8 (Jonesboro, AR)	2
WLNE-TV ABC-6 (Providence, RI)	1
WBOY-TV NBC-12 (Clarksburg, WV)	1
KXXV-TV ABC-25 (Waco, TX)	1
KFVE MyNetworkTV-5 (Honolulu, HI)	1
KAZT IND-7 (Phoenix/Prescott, AZ)	1
KAUZ-TV CBS-6 (Wichita Falls, TX)	1
ADVFN	1
Web Crawler Hits	2,271
Total	2,622

Traffic Sources

See where your traffic originated, whether from search engines, social networks, or other sources, or how many visits were directly to the release. [?](#)

Traffic Sources	Instances
Direct	23
▼ Search Engines (1)	47
Google	47
▼ Social Media (1)	2
Facebook	2
▼ Our Sites (1)	10
prnewswire.com	10
Total	82



■ Direct
 ■ Search Engines
■ Social Media
 ■ our sites

Search Engine Keywords

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Google keywords not available: 26

Google	sony entertainment company may 8 2015	1
Total		1

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