



NEWS RELEASE

For immediate release

New Species Identified in Asia - Young Premium Consumer New Book Heralds the Power of the Youth Market in Asia

Singapore, 9th April 2008 – John Wiley & Sons (Asia) Pte Ltd and MasterCard Worldwide are today proud to present *The Future and Me: Power of the Youth Market in Asia*. This new book details the exciting opportunities awaiting those that set their sights on the 'new species' of consumers emerging in Asia - the young premium consumer.

With their rising income, sophistication and lifestyle-driven consumption patterns, young premium consumers are an increasingly valuable and exciting market segment for many businesses. Helping to create a better understanding of this new breed, *The Future and Me: Power of the Youth Market in Asia* explores the new emerging market and offers strategies designed to help enable tailored business activity.

The book is the final in a 4-volume MasterCard Asian consumer market series written by Dr. Yuwa Hedrick-Wong, economic advisor, Asia/Pacific, MasterCard Worldwide. The series identifies and addresses several specific emerging market segments; women, elderly, affluent and now, youth. The books also form a part of MasterCard's wider portfolio of business information, reports and indices designed to provide insight and knowledge leadership to business around the world.

“Today, how young consumers spend and what they buy are deeply intertwined with their sense of self expression. As a means to explore and define themselves, spending on products and services are vehicles of self- discovery and construction of identity. Rising affluence, higher education, urban living, more permissive social norms and instantaneous global information flow are new developments that have converged to make young consumers today a very different species especially in Asia and the Pacific,” says Dr. Hedrick-Wong.

Dispensing with popular terms and categorizations, *The Future and Me: Power of the Youth Market in Asia* instead focuses on new ways to define and comprehend Asia's young consumer of today. Each chapter is dedicated to the different markets across Asia/Pacific and presents business strategies in product design, brand positioning, distribution, and marketing that are specifically tailored for the youth of each location.

“The generation that constantly looks forward at ‘tomorrow’ and invests in ‘me’ presents unique challenges and opportunities to business and brands. Businesses in this market must think in the same mental universe, move with the same speed and evolve as quickly as the young premium consumers to succeed,” says Dr. Hedrick-Wong.

“With the market estimated to be worth US\$500 billion in emerging Asia by 2016, no business can afford to miss out on the exciting opportunities in these emerging markets.”

The series of books authored by Dr Hedrick-Wong includes:

- Women Hold Up Half the sky; The New Women Consumers of Asia - 2006
- The Glittering Silver Market: The Rise of the Elderly Consumers in Asia - 2006
- Succeeding like Success: The Affluent Consumers of Asia - 2007
- The Future and Me: Power of the Youth Market in Asia

Table of Contents and additional information on the book is available on:

<http://as.wiley.com/WileyCDA/WileyTitle/productCd-0470822082.html>

About the Author:

Dr. Yuwa Hedrick-Wong is a business strategist and economist. He has served as strategy advisor to over 30 of the Forbes top 400 companies in the Asia/Pacific region. He has been MasterCard Worldwide's economic advisor in Asia/Pacific since 2000. In that capacity, he is responsible for monitoring and forecasting economic growth and emerging business development trends in the region. In addition, he has devised market entry strategies, dissected and addressed public policy challenges, analyzed business impacts of demographic and lifestyle changes, and assessed market-specific business development potential and constraints.

About MasterCard Worldwide

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes over 18 billion transactions each year, and provides industry-leading analysis and consulting services to financial institution customers and merchants. Through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories. For more information, go to <http://www.mastercard.com>.

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