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APIASF Selects First President/Executive Director **San Francisco Bay Area Native Selected for Top Post**

Washington (Sept. 15, 2004)--The Asian and Pacific Islander American Scholarship Fund (APIASF) Board of Directors announced the selection of Timothy Leong of Orinda, Calif., to serve as its first President/Executive Director. Leong, 50, has a long and distinguished career working in the corporate and public sectors, and is active in the Asian-Pacific American community.

"APIASF is most pleased to have Mr. Leong join us at the helm of the organization," said Robert Underwood, APIASF Interim Chairman. "Under his expert leadership, APIASF will be able to devote its full attention to building the infrastructure of the scholarship fund. Mr. Leong brings to APIASF many years of experience in corporate, community and media relations. Additionally, he is passionate about providing opportunities for students of Asian and Pacific Islander American descent who otherwise may not have the means to attend college."

APIASF conducted a national search for a full-time president/executive director. The executive search attracted candidates from every region of the country, said Wai-Ling Eng, APIASF Board Member and national scholarship chairperson for the Asian McDonald's Owners/Operators Association.

"We received a number of résumés from talented individuals," said Eng. After reviewing and interviewing several candidates, our task force agreed that Mr. Leong was the most qualified candidate for this position. We were extremely pleased that so many people wanted to serve in this position."

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Leong Appointed APIASF President/Executive Director

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Leong has been employed by Pacific Gas and Electric Company (PG&E) in San Francisco since 1989 and most recently served in corporate community relations/external relations. While at PG&E, Leong coordinated and participated in the company's employee association scholarship drive. He also served as PG&E's spokesperson with broadcast and print media. Prior to his tenure at PG&E, Leong was in the broadcast field and served as a public affairs producer/reporter at KCRA-TV in Sacramento and at KRON-TV in San Francisco.

Leong will start as APIASF President/Executive Director effective Sept. 20, 2004.

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