



CyberAgent, Hakuhodo and Hakuhodo DY Media Partners Establish Joint Venture, CA/H, Inc.

Tokyo – April 6, 2006 – CyberAgent, Inc. (headquarters: Shibuya-ku, Tokyo, President & CEO: Susumu Fujita) and Hakuhodo Inc. (headquarters: Minato-ku, Tokyo, President & CEO: Junji Narita), and Hakuhodo DY Media Partners Inc. (headquarters: Minato-ku, Tokyo, President & CEO: Takashi Sato) have announced their agreement to jointly establish CA/H, Inc., an advertising operation company that will make Internet marketing proposals to advertisers looking to expand their Net advertising.

The new company unites the CyberAgent group's Internet advertising expertise, Hakuhodo's branding, creative and other planning strengths, and Hakuhodo DY Media Partners' media clout and media planning capabilities. The synergies this offers will enable the company to deliver fresh Internet marketing ideas.

Outline of the new company

Name:	CA/H, Inc.	
Representatives:	Masashi Ihata, President & CEO (CyberAgent) Susumu Fujita, Director (CyberAgent) Akinori Takamura, Director (CyberAgent) A further 2 directors, including the Vice President, will be selected from Hakuhodo and Hakuhodo DY Media Partners	
Headquarters:	14-6, Dogenzaka 1-chome, Shibuya-ku, Tokyo	
Establishment:	April 17, 2006 (scheduled)	
Financial period:	Year to September 30	
Capital:	¥125 million	
Shareholding ratio:	CyberAgent	60%
	Hakuhodo	25%
	Hakuhodo DY Media Partners	15%
Lines of business:	Internet marketing focused advertising activities	

Reference

- **Outline of CyberAgent, Inc.**

URL: <http://www.cyberagent.co.jp/>
Establishment: March 18, 1998
Capital: ¥6,634,985,584 (as of December 31, 2005)
Representative: Susumu Fujita, President & CEO
Headquarters: 12-1, Dogenzaka 1-chome, Shibuya-ku, Tokyo
Lines of business: Internet media business
Internet advertising agency
Investment development

- **Outline of Hakuhodo Inc.**

URL: <http://www.hakuhodo.jp>
Established: February 1895 (founded)
Capital: ¥35,848 million
Representative: Junji Narita, President & CEO
Headquarters: 4-1, Shibaura 3-chome, Minato-ku, Tokyo
Lines of business: All aspects of advertising business

- **Outline of Hakuhodo DY Media Partners Inc.**

URL: <http://www.hakuhodody-media.co.jp/english/>
Establishment: December 2003
Capital: ¥4,500 million
Representative: Takashi Sato, President & CEO
Headquarters: 5-2, Higashi Shinbashi 1-chome, Minato-ku, Tokyo
Lines of business: All aspects of media business

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