

Hakuhodo Takes out New York Festivals Gold

Tokyo – September 29, 2006 – A Hakuhodo-produced TV commercial has won a Gold World Medal at New York Festivals' (NYF) International Advertising Awards it was announced today. "Humanity," which was produced for Toyota Motor Corporation, took the honor in the TV, Cinema & Radio corporate image category.

NYF is an international awards competition established in 1957. Today, NYF's International Advertising Awards present awards in the three classes TV, Cinema & Radio, Design, Print and Outdoor Advertising, and Interactive Advertising & Alternative Media.

"Humanity," the Gold-winning corporate advertisement, expresses Toyota's safety and reliability in quirky and original way. The commercial humorously depicts Toyota's meticulous service and hospitality by substituting people for car seats, seatbelts, air bags and various other car parts. The British directing unit Ne-o was charged with creating a unique world within the commercial, which is superbly complemented by a highly original soundtrack. The advertisement's "human touch" tagline perfectly expresses Japan's renowned attentiveness to customers, as well as Toyota's advanced technology and policy of protecting and supporting the driver in every way.

"Japanese hospitality was the theme of this proposal," said Masahiko Ishii, the Executive Creative Director of the work. "The things that make Toyota Toyota are the same things that make Japan Japan. This is best symbolized by Toyota's careful attention to every aspect of the driving experience and the spirit of hospitality that guarantees meticulous service. The commercial resonated internationally by expressing Toyota's slightly naïve and almost over the top attention to auto safety through slightly naïve and almost over the top creative. I am deeply grateful to Toyota for joining us in pushing the communication envelope with this project," Ishii added.

In addition to the Gold for "Humanity," e-musubi.jp, the Hakuhodo and Hakuhodo DY Media Partners recruitment webpage picked up a Silver World Medal in the Interactive & Alternative Media: Corporate Image/Information category. There were also Bronze World Medals in the Humor and Use of Website/Microsite categories for "Plan Your Usage" developed by Hakuhodo Inc. and 777interactive for GE Consumer Finance's Lake, and "Search the N Campaign," created by Hakuhodo Inc. and Taiyo Kikaku for NEC's FOMA® N902i mobile phones.

"Humanity"

Client: Toyota Motor Corporation

Entry title: Humanity

Credits:

Creative Directors: Hideyuki Tanno/Tetsuya Tokimatsu/
Masahiko Ishii (Hakuhodo)

Copywriter: Tetsuya Tokimatsu (Hakuhodo)

Art Directors: Hideyuki Tanno/Kahori Nakatani
(Hakuhodo)

Agency Producer: Yasuyuki Kubota (Hakuhodo Product's)

Production Manager: Kai Gima (Hakuhodo Product's)

Production Companies: STINK, Hakuhodo Product's

Director: Ne-o (STINK)

Producer: Juliet Naylor (STINK)

D.O.P/Lighting

Cameraman: Mattias Montero

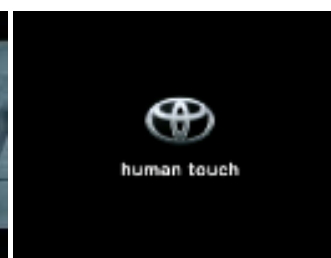
Editor: Tim Thornton-Allan

Music: Sound Tree

Account Supervisors: Hideki Nakamura/Kiyoshi Ito/Keiichi
Ishida (Hakuhodo)

Post Production

Producer: Jonathan Davis



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■ About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. (www.hakuhold.jp) is the second largest advertising company in Japan, and the tenth largest core agency in the world according to *Advertising Age's* agency report 2006. Today, innovation and creativity are still at the heart of its operations. Hakuhold shares with its clients an unmatched depth of knowledge about the relationship between people and brands – knowledge that has grown from the concept of *sei-katsu-sha* (“consumers with a heartbeat”) which Hakuhold pioneered in advertising. Through its global network, Hakuhold provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhold has 64 offices in 16 countries/regions, and approximately 5,000 employees.

Sei-katsu-sha insight is the foundation for Hakuhold's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhold introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumers' lives.

Hakuhold is one of three advertising agencies under the umbrella of Hakuhold DY Holdings Inc. (TSE: 2433) (<http://www.hakuholddy-holdings.co.jp/english/index.html>) a holding company which was established in 2003 through the management integration of Hakuhold Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. Hakuhold DY Holdings Inc. was listed on the first section of Tokyo Stock Exchange in 2005.