

Hakuhodo and IMJ to Establish Hakuhodo NetPrism Inc.

Tokyo – October 13, 2006 – Hakuhodo Inc. (President & CEO: Junji Narita, Headquarters: Tokyo, Japan) and IMJ Corporation (President: Takahito Kashino, Headquarters: Tokyo, Japan) have announced plans to jointly establish Hakuhodo NetPrism Inc., a new company that will provide turnkey services in all aspects of corporate website building, from consultation to planning, production and operation.

Hakuhodo NetPrism will be established by four companies: Hakuhodo, Hakuhodo Brand Consulting Inc., Hakuhodo i-studio, Inc. (two fully owned Hakuhodo subsidiaries) and IMJ. It will support every facet of corporate website building, from the consulting phase, to strategy planning, fundamental design, creative production and website operation.

While corporate websites were previously seen simply as venues for introducing a company, advances in IT and infrastructure have made companies increasingly eager to take advantage of their web presence to further deepen ties with the users of their products and services. In fact, a company's website is now another important touch point with customers, playing a pivotal role in marketing strategy as a means of providing information about products, collecting data from prospective customers, distributing trial samples and promoting sales.

Nevertheless many companies, especially those whose websites were built by more than one division or on a product-by-product basis, are now increasingly looking to build and manage them as strategically integrated entities to prevent information duplication and further unify brand image.

Hakuhodo NetPrism will have at its disposal Hakuhodo Brand Consulting's brand marketing strategy building strengths, Hakuhodo's branding and creative planning competencies, Hakuhodo i-studio's highly creative website production capabilities, and website building and operation know-how that IMJ has honed over many years. As a one-stop shop for corporate website building, Hakuhodo NetPrism will be able to provide more consistent corporate website planning, building and operation, in line with the new needs of many clients.

Hakuhodo and IMJ entered a capital and business alliance in March 2006.

Hakuhodo NetPrism Inc.

Representatives: Tasuku Yamanokuchi, President & CEO (currently Corporate Officer, Hakuhodo Brand Consulting)

Makoto Akizuki, Board of Director & Executive Officer (currently Manager, WI Department, IMJ)

4 further non-executive officers and 2 auditors will be seconded from the partner companies

Location: 4-1, Shibaura 3-chome, Minato-ku, Tokyo

Establishment: November 1, 2006 (tentative)

Accounting period: Year to March 31

Capital: ¥100million

Employees: 7 (at establishment)

Shareholding ratio:	Hakuhodo:	40%
	IMJ:	34%
	Hakuhodo Brand Consulting:	20%
	Hakuhodo i-studio:	6%

Description of business:

- Corporate website consultation (strategy planning, diagnostics/research)
- Corporate website production (design, content production)
- Corporate website operation (updating, website visitor promotion measures, etc.)

Profiles of the four partner companies

Hakuhodo Inc.

URL: <http://www.hakuhodo.jp>

Established: February 1895

Capital: ¥35,848 million

Representative: Junji Narita, President & CEO

Location: 4-1, Shibaura 3-chome, Minato-ku, Tokyo

Description of business: Full-service advertising agency

IMJ Corporation

URL: <http://www.imjp.co.jp>

Established: July 1996

Capital: ¥ 3,699 million

Representative: Takahito Kashino, President

Location: 1-1, Nishi Gotanda 7-chome, Shinagawa-ku, Tokyo

Description of business: Web integration, advertising marketing

Hakuhodo Brand Consulting Inc.

URL: <http://www.hakuhodo-bc.co.jp/english/>

Established: April 2001

Capital: ¥100 million (fully owned subsidiary of Hakuhodo Inc.)

Representative: Akitoshi Shuto, President

Location: 1-19, Akasaka 8-chome, Minato-ku, Tokyo

Description of business: Consulting

Hakuhodo i-studio Inc.

URL: <http://www.i-studio.co.jp>

Established: June 2000

Capital: ¥260 million (fully owned subsidiary of Hakuhodo Inc.)

Representative: Akira Iwamoto, President & CEO

Location: 8-15, Konan 1-chome, Minato-ku, Tokyo

Description of business: Website production

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