

TBWA\ Hakuhodo President & CEO Named
2007 Agency Innovator by *inter national ist* magazine

Tokyo—August 3, 2007—Hiroshi Ochiai, President & CEO of Hakuhodo Inc. subsidiary TBWA\ Hakuhodo, Inc., has been named one of 24 Agency Innovators from around the world by US advertising magazine *inter national ist* for his innovative work during the last 12 months.

Ochiai was selected from a field of more than 100 nominees from all over the world. Judges were impressed by Ochiai's approach to establishing TBWA\ Hakuhodo and TBWA\ Hakuhodo China, where he melded high-quality media services and pioneering touchpoint work based on Hakuhodo's *sei-katsu-sha** insight philosophy together with Disruption, a planning method with which TBWA has found great success in the global market, to contribute to expanding clients' business through the provision of superior, higher quality solutions.

Inter national ist is a US advertising quarterly covering global advertising, marketing and media, as well as the campaigns of multinational brands. (URL: www.internationalistmagazine.com)



Hiroshi Ochiai

President & CEO, TBWA\ Hakuhodo, Inc.

Corporate Officer & Member of the Board (Non-Executive), Hakuhodo Inc.

Born 1950 in Fukuoka Prefecture. Ochiai joined Hakuhodo in 1975, becoming President & CEO of Hakuhodo G1, Inc. in 2003. In the same year, he was appointed Corporate Officer and Associate Group COO, Advertising Group 1 of Hakuhodo Inc., as well as President and CEO of Hakuhodo G1, Inc. In 2006 he was appointed Corporate Officer of Hakuhodo Inc. and President & CEO of TBWA\ Hakuhodo, Inc. In 2007 was appointed Corporate Officer (Non-Executive) of Hakuhodo Inc. and President & CEO of TBWA\ Hakuhodo, Inc.

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* *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumer's lives.

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■ About Hakuholdo Inc.

Founded in 1895, Hakuholdo Inc. (www.hakuholdo.jp) is the second largest advertising company in Japan, and the ninth largest core agency in the world according to *Advertising Age's* agency report 2007. Today, innovation and creativity are still at the heart of its operations. Hakuholdo 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 Hakuholdo pioneered in advertising. Through its global network, Hakuholdo provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuholdo has 67 offices in 18 countries/regions, and approximately 5,000 employees.

Sei-katsu-sha insight is the foundation for Hakuholdo'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. Hakuholdo introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumers' lives.

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