

Hakuhodo presented with WWF Gold Panda Award

Tokyo—October 5, 2007—WWF (the World Wide Fund for Nature) has presented Hakuhodo with a WWF Gold Panda Award for its contributions to the global conservation organization. WWF Gold Pandas have been given annually since 1995 to individuals, groups, companies and organizations that have made outstanding contributions to WWF.

Hakuhodo was honored for seconding public relations specialists to WWF since 1990, helping to increase the conservation organization's public relations skills. Hakuhodo is the third Japanese winner of the accolade.

About the WWF Gold Panda Award

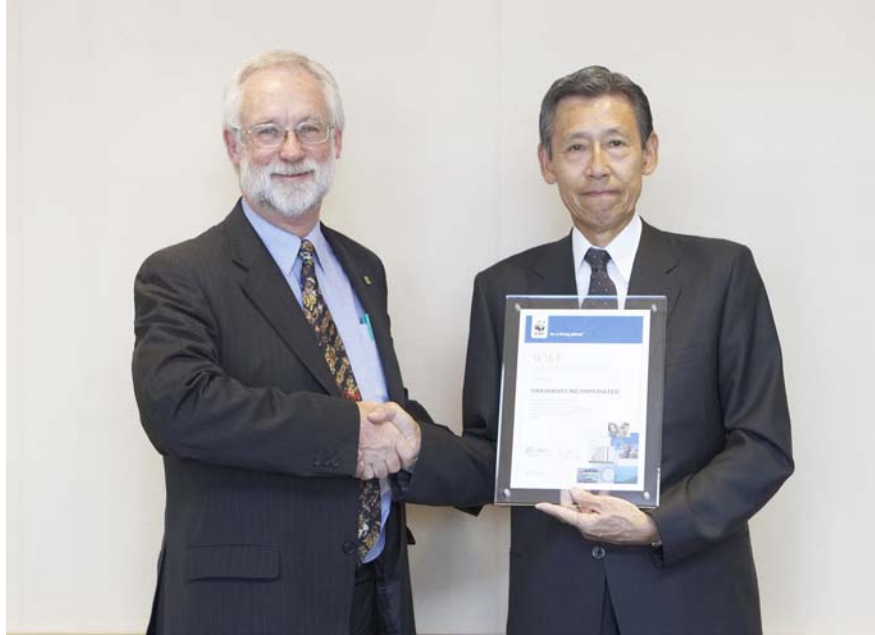
The WWF Gold Panda Award was initiated in 1995 to recognize individuals, groups, companies and organizations that have made significant monetary and other contributions to the WWF network. Awardees are selected by a WWF International committee from among individuals, groups, etc. nominated by WWF offices around the world for donations of funds, land or equipment (worth at least US\$500,000) or contributions made over many years.

About WWF

WWF (the World Wide Fund for Nature), the world's largest conservation NGO, was founded in Switzerland in 1961 to save wildlife threatened by extinction. Known then as the World Wildlife Fund, the organization today has offices in 50 countries and is active in more than 100. With around 5 million supporters, WWF works to preserve the world's biodiversity by tackling such issues as preserving forest and coral ecosystems and preventing climate change.



Reference



Mr. Chris Heils, the WWF Network Relations Director, presents Junji Narita, Hakuodo's president, with the WWF Gold Panda Award

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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 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. 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 67 offices in 18 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.hakuhold-dy-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.