



Hakuhodo and Ketchum Form Strategic Alliance to Provide Clients Expanded Global Reach

TOKYO and NEW YORK, February 10, 2009 – [Hakuhodo](#), the eighth-largest integrated marketing communications firm in the world and second-largest in Japan, and [Ketchum](#), a leading global public relations agency and unit of Omnicom Group (NYSE: OMC), announced today they have signed a strategic partnership agreement. The collaboration provides Hakuhodo clients access to a world-class public relations network outside of Japan while providing Ketchum clients the public relations services of a powerhouse in Japan.

With this affiliation, Hakuhodo will advance its global PR offerings in the areas of corporate and brand marketing communications, media relations, crisis and risk management, word-of-mouth, research, and corporate social responsibility (CSR) to support globally recognized Japanese clients. At the same time, through Hakuhodo's long-established and well-respected public relations operation, Ketchum will strengthen its presence in Japan, a critical geography that rounds out Ketchum's presence in the Asia Pacific region.

"Ketchum's partnership with Hakuhodo will provide our clients with deep local market

insight and expertise in Japan and a professional approach that harmonizes extremely well with Ketchum,” said [Raymond L. Kotcher](#), senior partner and CEO, Ketchum. “In the run-up to this formal agreement, we have done a good deal of work together and we are confident that through our relationship we will be able to deliver on a world-class client-service proposition in that market.”

“Hakuhodo and Ketchum share a similar business philosophy and approach to client service,” said [Junji Narita](#), president and CEO, Hakuhodo. “The timing is right and the fit is perfect. We look forward to a long relationship.”

Ketchum and its work with top global brands and corporations is internationally recognized, having won numerous industry awards. For example, in January, the leading U.S. marketing industry publication [Advertising Age named Ketchum to its annual “Ones to Watch” Agency A-List](#), noting the agency’s long-standing client partnerships, digital and disruptive media expertise, and CSR and sustainability programming.

[Jon Higgins](#), senior partner with responsibility for Ketchum’s international operations, will work closely with Hakuhodo as it is introduced to and provides service to Ketchum clients. Higgins also will lead the global collaboration efforts between Hakuhodo and Ketchum. A particular focus of Higgins will be to build the relationship between Hakuhodo and Ketchum’s neighboring Greater China operations, headed by Greater China CEO Kenneth Chu, and Ketchum’s exclusive Australia and Singapore affiliate, [ICON International Communications](#).

■ Hakuholdo Inc.

Head Office: Biz Tower 3-1, Akasaka 5-chome, Minato-ku, Tokyo 107-6322, Japan

Representative: Junji Narita, president and CEO

■Ketchum

Global Headquarters: 1285 Avenue of the Americas, New York, NY 10019, U.S.A.

Representatives: Raymond L. Kotcher, senior partner and worldwide CEO, and Jon Higgins, senior partner and CEO, international

About Hakuholdo Inc.

Founded in 1895, [Hakuholdo Inc.](http://www.hakuholdo.jp) (www.hakuholdo.jp) is the second-largest advertising company in Japan, and the lead agency in the world's eighth-largest agency group, according to *Advertising Age's* agency report 2008. 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 and public relations. 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 68 offices in 17 countries/regions, and 3,094 employees (as of May 1, 2008).

About Ketchum

A communications innovator, [Ketchum](http://www.ketchum.com) ranks among the largest global public relations agencies, operating in more than 50 countries. With five global practices – Brand Marketing, Corporate, Healthcare, Food and Nutrition, and Technology – and specialty capabilities that include Access Communications (high- and consumer-tech PR www.accesspr.com), Concentric Communications (experiential marketing, events and meetings), MMG (clinical trial recruitment), Ketchum Global Research Network, Ketchum Sports and Entertainment Marketing, and Stromberg Consulting (change management and workplace communications), Ketchum leverages its marketing and corporate communication expertise to build brands and reputations for clients. In 2009, *Advertising Age* named Ketchum to its annual “Ones to Watch” Agency A-List, noting the agency's long-standing client partnerships, digital and disruptive media expertise, and CSR and sustainability programming. For more information on Ketchum, a unit of

Omnicom Group Inc. (NYSE:OMC), visit www.ketchum.com.

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