

To: Members of the press

April 2, 2007

TBWA\HAKUHODO Inc.

TBWA\HAKUHODO Creative Copywriter Hideyuki Tanaka named a medalist in 2006
Creator of the Year Award

TBWA\HAKUHODO Inc. (President & CEO: Hiroshi Ochiai; Headquarters: Minato-ku, Tokyo, Japan) has announced that Hideyuki Tanaka, a Creative Copywriter in its Creative Office, has been named a medalist in 2006 Creator of the Year Award.

Open to creators at advertising agencies that are members of the Japan Advertising Agencies Association (JAAA), the Creator of the Year Award is provided to the most outstanding creators chosen through screening of a wide range of creative work from advertising communication conducted over the course of a year, including conceptualization, planning, and production. Hideyuki Tanaka is TBWA\HAKUHODO's first winner since the company's founding in August of last year. Plans call for holding an award ceremony during the commemorative ceremony held as part of the JAAA general meeting for FY 2005, scheduled for May 31 of this year.

Hideyuki Tanaka (37 years old) joined TBWA\JAPAN in 2000. Since then, he has generated a large volume of creative work in production sections. Major clients on whose accounts he has worked as a copywriter include Nissan Motor (Wingroad, Primera, etc.), Master Foods (Kalkan Whiskas), FRISK, Häagen-Dazs (Crispy Sandwich), and Michelin. Since August 2006, he has worked in TBWA\HAKUHODO's Creative Office. In 2006, he was in charge of the copy for local television commercials aired in Japan as part of the worldwide "Get a Mac" campaign. Beginning in 2007, he has been in charge of the adidas "Impossible is Nothing" brand campaign.

<Address any inquires concerning this press release to>

TBWA\HAKUHODO Inc., Corporate Division, Public Relations, Attn.: Asano

Phone: 03-5446-7386 Fax: 03-5446-7106

e-mail: kayoko.asano@tbwahakuhodo.co.jp