

To: Members of the press

July 30, 2007
TBWA\HAKUHODO Inc.

Notice of Appointment of Company Executives
Yuzo Sato appointed Vice President effective August 1

TBWA\HAKUHODO Inc. (Headquarters: Minato-ku, Tokyo, President & CEO: Hiroshi Ochiai) will appoint Yuzo Sato to serve as Vice President and Head of the Media Management Division effective August 1, 2007.

After joining HakuHodo Inc. in 1986, Sato was transferred to HAKUHODO\G1 Inc. in 2002 to serve as Overall Media Director.

In 2006, with the establishment of TBWA\HAKUHODO, he assumed the joint positions of Assistant Head of the Media Management Division and Overall Media Director in the new company.

Hiroshi Ochiai, President and CEO, concurrently holds the post of Head of the Media Management Division. This latest personnel decision will allow him to relinquish the latter post and devote himself solely to the responsibilities of the President and CEO.

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