

To: Members of the press

Jan. 4, 2008
TBWA\HAKUHODO Inc.

Notice of Appointment of Company Executives

Yuzo Sato appointed Senior Vice President & CFO effective January 1, 2008

TBWA\HAKUHODO Inc. (Headquarters: Minato-ku, Tokyo, President & CEO: Hiroshi Ochiai) will appoint Yuzo Sato to serve as Senior Vice President and CFO and Head of the Business Strategy Division effective January 1, 2008.

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.

In 2007 August 1, he was served as Vice President and Head of the Media Management Division and Overall Media Director.

He will double as Head of the Business Strategy Division.

The predecessor, Nobuaki Kondo, will assume General Manager of AU1 Account Service Division 1.

※AU in the organization name is an abbreviation of Account Unit.

Newly-appointed Senior Vice President and CFO

Yuzo Sato (Current title)	Vice President and Head of the Media Management Division and Overall Media Director
(New title)	Senior Vice President and CFO and Head of the Business Strategy Division and Head of the Media Management Division and Overall Media Director

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