

To: Members of the press

Mar. 31, 2008
TBWA\HAKUHODO Inc.

Notice of Appointment of Company Executives

Akihiko Imai appointed Vice President effective April 1, 2008

TBWA\HAKUHODO Inc. (Headquarters: Minato-ku, Tokyo, President & CEO: Hiroshi Ochiai) will appoint Akihiko Imai to serve as Vice President and Head of the Touchpoint Management Division effective April 1, 2008.

Akihiko Imai, who will adopt the role of Vice President, joined Hakuhodo Inc. in 1989. He worked for HAKUHODO\G1 Inc. as a secondee from 2000. In 2006, with the establishment of TBWA\HAKUHODO, he assumed Head of the Media Management Division Touchpoint Planning Department, Group Manager of the Account Service Division 2 and Senior Media Planning Director of the Planning Division.

In addition, current Media Management Division will be renamed Touchpoint Management Division and the head will be Akihiko Imai.

Yuzo Sato is currently doubling as Head of the Media Management Division. However, he will leave the role after April 1 and act as Senior Vice President, CFO and Head of the Business Strategy Division.

Newly-appointed Vice President

Name: Akihiko Imai

(Current title) Head of the Media Management Division Touchpoint Planning Department and
Group Manager of the Account Service Division 2 and Senior Media Planning Director
of the Planning Division

(New title) Vice President and Head of the Touchpoint Management Division

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