

For Release August 1, 2006

TBWA\HAKUHODO Inc.

TBWA\ HAKUHODO INC. launched on August 1st, 2006.

On August 1, 2006, Hakuhodo Inc., and TBWA\ Worldwide have established a new joint venture company in Japan, TBWA\ HAKUHODO Inc. (TBWA Hakuhodo) The joint venture combines the existing agencies of TBWA\TOKYO (the division in TBWA\ JAPAN) and HAKUHODO\ G1 (the 100% Hakuhodo subsidiary).

With its ability to combine Hakuhodo's corporate philosophy '*sei-katsu-sha*' and 'partnership' together with TBWA's unique 'Disruption' planning methodology that has brilliantly distinguished its clients from competitors across the globe, the new company aims to be a totally new full service branding agency creating big and visible changes.

We are committed to providing quality solutions that change our client partners' businesses in a positive way and help them achieve faster, more sustainable growth --beyond their expectations.

Please look forward to our new TBWA\ HAKUHODO Inc.

<Company Profile>

Company name TBWA\ HAKUHODO Inc.

Establishment date August 1, 2006

Directors Hiroshi Ochiai, President & CEO (former president of Hakuhodo\ G1)
 Gary Wenzel, COO (former president & CEO of TBWA\ TOKYO)
 Reiji Takeda, Member of the Board
 Kunihiko Sawada, Member of the Board (Non-Executive) (Senior Corporate Officer & Member of the Board, Hakuhodo)
 Keith Smith, Member of the Board (Non-Executive) (Regional Chairman, TBWA\ Asia Pacific)
 Denis Streiff, Member of the Board (Non-Executive) (CFO International, TBWA\ Worldwide)
 Masaki Nishioka, Auditor (General Manager, Corporate Strategy Division,

Hakuhodo)

Capital	50 million yen
Financial Period	Year to March 31
Shareholding Ratio Hakuhodo G1, Inc.	60%
	TBWA\ Japan, Co., Ltd. 40%
Location	Shibaura Office: Granpark Tower, 4-1, Shibaura 3-chome, Minato-ku, Tokyo (03) 5446-7120 Ginza Office: 17-2, Ginza 6-chome, Chuo-ku, Tokyo (03) 3545-7690 (The offices are to move to new premises in 2007)
Employees	304
Business Description	Full-service advertising agency
Detailed Information	http://www.tbwahakuhodo.co.jp/

Contact:

TBWA\HAKUHODO Inc.: Corporate Office, Business Strategy Division

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