

To: Members of the press

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TBWA\HAKUHODO Inc.

**TBWA\HAKUHODO Inc. awarded Nikkei Ideal Office Environment Award  
by the Minister of Economy, Trade and Industry**

TBWA\HAKUHODO Inc. (President & CEO: Hiroshi Ochiai; Headquarters: Minato-ku, Tokyo, Japan) has announced that it has won two of the 20th Nikkei Ideal Office Environment Awards: the Minister of Economy, Trade and Industry Award (the top prize) and the Creative Office Award.

Founded August 1 last year, TBWA\HAKUHODO is an integrated advertising firm formed as a joint venture between Hakuhodo and TBWA\Worldwide, a U.S. advertising firm based in New York City. TBWA\HAKUHODO was founded to consolidate its offices, which had previously occupied two locations. The project goal was to improve joint venture synergies by physically uniting the workplaces, thereby providing clients with high-quality solutions and making significant, visible changes in the company. The move into the newly consolidated office facilities recognized by these awards was completed in February, at which time operations began.

Of the 106 entrants from across Japan, over 13 of which were chosen to receive the Ideal Office Environment Awards, TBWA\HAKUHODO's office was singled out as the one to receive both the Minister of Economy, Trade and Industry Award—the top prize among these awards—and a special prize, the Creative Office Award, presented this year for the first time.

[About the Nikkei Ideal Office Environment Awards ]

Cosponsored by Nikkei, Inc. and the New Office Promotion Association (NOPA), the Nikkei Ideal Office Environment Awards are presented to recognize office designs that demonstrate both originality and ingenuity. This year marks the 20th year of the Nikkei Ideal Office Environment Awards, whose purpose is to encourage and promote the creation of such "ideal offices."

Offices compatible with the rapid advances in information technologies of recent years are in greater demand than ever before, as is demand for highly productive offices capable of responding to structural changes in the economy and society and to changing work styles. The environment in which offices function is the nexus of dramatic changes driven by economic globalization, environmental issues, efforts to achieve equality in employment opportunities, and the advent of low

birth rates and an aging society.

Against this backdrop, these awards are presented to honor “ideal offices” that seek to achieve the ideal for offices as workplaces—facilities that improve conceptual productivity while creating relaxed, comfortable working environments.

<Address all inquiries concerning this press release to>

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