

To: Members of the press

December 19, 2007  
TBWA\HAKUHODO Inc.

**TBWA\HAKUHODO won American Home Assurance Company's account**

TBWA\HAKUHODO Inc. (Headquarters: Minato-ku, Tokyo, President & CEO: Hiroshi Ochiai) has been appointed by American Home Assurance Company to the marketing agency for its Medical insurance and Personal accident insurance brands starting this month.

TBWA\HAKUHODO won the assignment of its overall service and creative planning and development for both Medical insurance and Personal accident insurance's strategy planning as result of participating in the competitive pitch for ATL of the two insurance brands in 2008.

**【About American Home Assurance Company】**

American Home Assurance Company is a market leader which is a pioneer of direct marketing for nonlife insurance and leads the market by its unique product planning and various services at any time.

It is known as "American Home Direct" , the marketing name, and "Hand phone" , gesture of making a phone call. It is a main member company of AIG (American International Group), a world leader in insurance and financial services, and leading international insurance organization with operations in more than 130 countries and jurisdictions. American Home Assurance Company was established in 1899 in USA and obtained a business license for nonlife insurance in 1960 in Japan. Then, it was authorized mail-order nonlife insurance firstly in Japan in 1982 and brought a new sales technique to Japanese nonlife insurance market. Since then, it has been practicing many marketing plans based on a clear strategy, "development and establishment of direct marketing in nonlife insurance market" . It continues to grow as a leading company of direct marketing in Japanese nonlife insurance.

<Address any inquires concerning this press release to>

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