

October 29, 2001

Hakuhodo, Daiko and Yomiko Advertising Announce Media Business Tie-Up

Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. on October 26 entered into a three-way cooperative business agreement aimed at mutually supplementing and strengthening their media-related business. The tie-up will encompass the following areas:

1. Joint research and development of next-generation media

The three companies will jointly research opportunities in advanced media including broadband media, developing new advertising products.

2. Joint research and development of media content

Taking advantage of each company's field of specialty, the three companies will jointly research, plan, develop and promote new content for media, including content for broadcast.

3. Collaboration in sales of advertising space

The three companies will collaborate in selling advertising space not only by accommodating the others with advertising space in content planned and developed jointly, but also making available space purchased independently, thereby providing advertisers with broader media options.

Entry into this agreement will have no effect on competitive relationships between the three companies' clients and media company affiliates. However, recognizing that the day has arrived for cooperation, the three companies aim to take advantage of the economies of scale offered by this cooperative arrangement to further increase their competitiveness in one section of the media business. The companies are confident the tie-up will further enhance services for advertisers and lead to even better relationships with media owners.

Specific terms and conditions of the arrangement and joint business to be conducted will be determined by a Media Business Cooperation Coordination Committee.

Overview of the three companies

Hakuhodo Inc.

Location: 4-1, Shibaura 3-chome, Minato-ku, Tokyo
Established: October 1895
Representative: Toshio Miyagawa, President & CEO
Staff: 3,405 (as of April 1, 2001)
Capital: ¥36,772 million
Billings: ¥734,406 million (year to November 30, 2000)

Daiko Advertising Inc.

Location: 3-39, Miyahara 4-chome, Yodogawa-ku, Osaka4-1, Shibakoen 2-chome, Minato-ku, Tokyo
Established: March 1944
Representative: Hideki Nakao, President & CEO
Staff: 1,070 (as of April 1, 2001)
Capital: ¥2,860 million
Billings: ¥159,021 million (year to March 31, 2001)

Yomiko Advertising Inc.

Location: 8-14, Ginza 1-chome, Chuo-ku, Tokyo
Established: July 1946
Representative: Makoto Toriyama, President & CEO
Staff: 742 (as of April 1, 2001)
Capital: ¥800 million
Billings: ¥119,500 million (year to March 31, 2001)