

Hakuhodo DY holdings

Hakuhodo DY Media Partners:

Japan's first integrated media company opens its doors on December 1

Tokyo — November 28, 2003 — Hakuhodo DY Holdings Inc. announced today that Hakuhodo Inc., Daiko Advertising Inc., and Yomiko Advertising Inc. had completed the separation and transfer of their respective media arms to Hakuhodo DY Media Partners Inc. This new, fully owned subsidiary of Hakuhodo DY Holdings is set to begin operations on December 1st, 2003, as Japan's first fully integrated media company.

By streamlining the media functions of its sister agencies, Hakuhodo, Daiko, and Yomiko, and strengthening and increasing the efficiency of the agencies' media operations, Hakuhodo DY Media Partners aims to maximize the efficiencies conveyed by the integration of the three companies. At the same time, the media company will strive to offer superior media solutions and service to all its business partners.

In pioneering the integrated media operation in Japan, Hakuhodo DY Holdings and its group companies will work to provide greater creativity and added value not only for their clients, but also for the people who own and operate media, *seikatsusha* ("living consumers"), and society in general, thus maximizing the corporate value of the group as a whole.

Hakuhodo DY Media Partners Inc

Business scope:	Fully-integrated media operation handling all aspects of media, including planning, producing, buying, knowledge development and traffic services related to the media and content business
Location:	Shiodome City Center, 5-2, Higashi Shinbashi 1-chome, Minato-ku, Tokyo
Representative:	Takashi Sato, President & Representative Director
Capital:	¥1 billion
Capital structure:	Fully owned subsidiary of Hakuhodo DY Holdings Inc.
Commencement:	December 1, 2003
Employees:	614
Branches:	Kansai Office (Nakanoshima Mitsui Bldg., 3-3, Nakanoshima 3-chome, Osaka)

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