

February 16, 2005

**Hakuhodo DY Holdings to be listed on the 1st section
of the Tokyo Stock Exchange**

Hakuhodo DY Holdings Inc.

Tokyo February 16, 2005--Hakuhodo DY Holdings, Inc., the holding company of one of world's leading advertising groups, announced today the listing of its shares on the 1st section of the Tokyo Stock Exchange. The shares, listed under the stock symbol **2433**, are scheduled to begin trading on February 16, 2005.

The public listing of shares is a key step in Hakuhodo DY Holdings' strategy to enhance its ability to provide leading-edge marketing and branding solutions in the global marketplace, while increasing corporate value. New technology and global economic integration are likely to continue reshaping the advertising business. As a public company, Hakuhodo DY Holdings will be in a stronger position to respond with innovation to these forces of change.

About Hakuhodo DY Holdings, Inc.

The Hakuhodo DY group comprises advertising agencies Hakuhodo, Daiko and Yomiko, as well as Hakuhodo DY Media Partners, a specialist media company formed in 2003 from the three agencies' media divisions. Member companies of the group pioneered the concept of *sei-katsu-sha*, or "living consumers" in advertising, creating one of the most effective ways of understanding consumer motivation and predicting future trends. Today, *sei-katsu-sha* understanding and a commitment to working in partnership with each client form the foundation of the group's philosophy. With deep knowledge of Asian markets, experience in all areas of communications and a commitment to providing leading-edge tools and expertise, the Hakuhodo DY group is uniquely positioned to supply clients in Japan and around the world with the integrated marketing and branding solutions advertisers demand today.