

April 26, 2006

**Company Name:** Hakuhodo DY Holdings Inc.  
**Representative:** Mr. Toshio Miyagawa, President & CEO  
(Code number: 2433; TSE First Section)  
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## **Notice of New Chairman and President**

Hakuhodo DY Holdings Inc. announced today the following changes to the top-management appointments.

### **1. Reason for Changes**

Hakuhodo DY Holdings has largely succeeded in refining the management framework of the Hakuhodo DY group since listing on the First Section of the Tokyo Stock Exchange in February 2005, following its inception through the management integration of the three advertising agencies Hakuhodo Inc., Daiko Advertising Inc., and Yomiko Advertising Inc. Having entered its fourth business year, Hakuhodo DY Holdings believes that the current fiscal year presents a prime opportunity to heighten the effectiveness of the management integration. With this in mind, the company has decided to appoint a new chairman and president to lead the way forward.

### **2. Details (Current Position in Parentheses)**

Chairman (President & CEO): Toshio Miyagawa

President & CEO (Senior Managing Director): Hirokazu Toda

### **3. Scheduled Date of Appointments**

These appointments are subject to approval at the General Meeting of Shareholders scheduled for June 2006 and a meeting of the Board of Directors to be held on the same day.

#### **4. Biography of the New President**

- June 2005      Appointed Senior Managing Director; concurrently Non-Executive Director of Yomiko
- October 2003    Appointed Managing Director of Hakuholdo DY Holdings
- June 2002      Appointed Director and Senior Corporate Officer of Hakuholdo Inc.
- February 2001   Appointed Director and General Manager, Corporate Strategy Division
- February 2000   Appointed General Manager, Corporate Strategy Division
- December 1998   Appointed General Manger, Corporate Strategy Department , Business Management Division
- April 1988      Appointed Creative Director, Creative Division 3
- April 1972      Joined Hakuholdo Inc.