

For Immediate Release

Hakuhodo Inc.
Daiko Advertising Inc.
Yomiko Advertising Inc.

Hakuhodo, Daiko and Yomiko announce tentative post-integration company name & executive appointments

Tokyo, April 7, 2003 -- Hakuhodo Incorporated, Daiko Advertising Inc., and Yomiko Advertising Inc. announced today that the following decisions had been made in relation to the establishment of the new media agency and holding company following the announcement made in December 2002.

1. Company names

Holding company: **Hakuhodo DY Holdings Incorporated**

New media agency (to be established as a fully owned subsidiary of the holding company): **Hakuhodo DY Media Partners Incorporated**

The three advertising agencies, which will be fully owned by the holding company will continue to be known as Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc.

2. Appointments of senior executives

(a) Holding company: Hakuhodo DY Holdings Inc.

Chairman and Representative Director:	Takashi Shoji (Current Chairman of the Board and Representative Director, Hakuhodo Inc.)
Vice Chairman:	Takeshi Adachi (Current Chairman and Representative Director, Daiko Advertising Inc.)
Vice Chairman:	Makoto Toriyama (Current Chairman, Yomiko Advertising Inc.)
President and Representative Director:	Toshio Miyagawa (Current President and CEO, Hakuhodo Inc.)

(b) Media agency (fully-owned subsidiary of the holding company): Hakuhold DY Media Partners Inc.

President and
Representative Director: Takashi Sato
(Current Corporate Senior Executive Officer and
Member of the Board, Hakuhold Inc.)

(c) Advertising agencies (fully-owned subsidiaries of the holding company)

Hakuhold Inc.

Chairman: Toshio Miyagawa
(Current President and CEO, Hakuhold Inc.)

President and
Representative Director: Junji Narita
(Current Corporate Senior Executive Officer and
Member of the Board, Hakuhold Inc.)

Daiko Advertising Inc.

President and
Representative Director: Hideki Nakao
(Current President and Representative Director, Daiko
Advertising Inc.)

Yomiko Advertising Inc.

President and
Representative Director: Katsuhiko Koike
(Current President and Representative Director,
Yomiko Advertising Inc.)

Note: All appointments subject to approval by the respective boards of directors and meetings of shareholders. Such appointments will take effect on the date of establishment of the respective companies.

3. Head office locations

Locations of Hakuhold DY Holdings Inc. and Hakuhold DY Media Partners Inc. are yet to be decided. However, Hakuhold DY Media Partners Inc. headquarters will be located separately from the Tokyo headquarters of the three advertising agencies.

Note: The locations of Hakuhold Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. will not change.

4. Method of integration

Hakuhold Inc., Daiko Advertising Inc., and Yomiko Advertising Inc. will jointly

establish a new holding company by exchanging their own existing shares for shares of the newly established holding company.

5. Establishment schedule

Hakuhodo DY Holdings Inc. will be established by October, and Hakuhodo DY Media Partners Inc. by December 2003 respectively.

Further details, including the share transfer ratio, dates of establishment, and other board members will be announced in June 2003.

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