

For Immediate Release

Hakuhodo Inc.
Daiko Advertising Inc.
Yomiko Advertising Inc.

Hakuhodo, Daiko and Yomiko announce corporate profile of Hakuhodo DY Holdings and Hakuhodo DY Media Partners

Tokyo, August 5, 2003 -- Hakuhodo Inc., Daiko Advertising Inc., and Yomiko Advertising Inc. announced today that the decisions had been made on the share transfer ratio pertaining to their business integration, and also planned establishment dates, head office locations, representatives, capital, and other details of Hakuhodo DY Holdings Inc. and Hakuhodo DY Media Partners Inc. respectively. As announced previously, Hakuhodo DY Holdings will be established as a holding company, and Hakuhodo DY Media Partners will be its fully owned subsidiary.

The following details are still tentative and subject to approval by the respective boards of directors and meetings of shareholders. They will take effect on the date of establishment of the respective companies.

1. Share transfer ratio

Share transfer ratio indicated below was agreed by the three companies through discussion with reference to the calculation made by a third party auditing firm. (Net asset evaluation on adjusted book value and Discounted Cash Flow calculation.)

	Hakuhodo	Daiko	Yomiko
Share transfer ratio	1.000	0.341	0.276

2. Agreement on Hakuhodo DY Holdings Inc.

1) Date of establishment

October 1st, 2003

2) Head office location

Shiodome City Center, 1-5-2 Higashi-Shimbashi, Minato-ku, Tokyo

3) Appointments of senior executives

<Members of the Board>

Chairman and Representative Director (announced on April 7)	Takashi Shoji (Current Chairman and Representative Director, Hakuhodo)
Vice Chairman (announced on April 7)	Takeshi Adachi (Current Chairman and Representative Director, Daiko)
Vice Chairman (announced on April 7)	Makoto Toriyama (Current Chairman, Yomiko)
President and Representative Director (announced on April 7)	Toshio Miyagawa (Current President and CEO, Hakuhodo)
Managing Director	Nobuo Hoshina (Current Corporate Senior Officer, Hakuhodo)
Managing Director	Hirokazu Toda (Current Corporate Senior Officer, Hakuhodo)
Director	Toshinobu Miyamoto (Current Operating Director, Daiko)
Director	Takao Sato (Current Director and Senior Operation Executive, Yomiko)
Director	Misaki Kakikawa (Current Corporate Officer, Hakuhodo)
Non-executive Director	Hideki Nakao (Current President and Representative Director, Daiko)
Non-executive Director	Katsuhiko Koike (Current President and Representative Director, Yomiko)
Non-executive Director	Takashi Sato (Current Corporate Senior Executive Officer, Hakuhodo)
Non-executive Director	Junji Narita (Current Corporate Senior Executive Officer, Hakuhodo)
Non-executive Director	Tomokazu Jimbo (Current Corporate Executive Officer, Hakuhodo)

<Statutory Auditors>

Full time Statutory Auditor	Yutaka Hata (Current General Manager of Internal Auditing Division, Hakuhodo)
Statutory Auditor	Takao Nishimura
Statutory Auditor	Takeshi Abe
Statutory Auditor	Hironari Kitahara
Statutory Auditor	Motohiko Aiba

Note: All appointments are still tentative and will take effect on the date of establishment of Hakuhodo DY Holdings with completion of the approval process.

4) Method of establishment

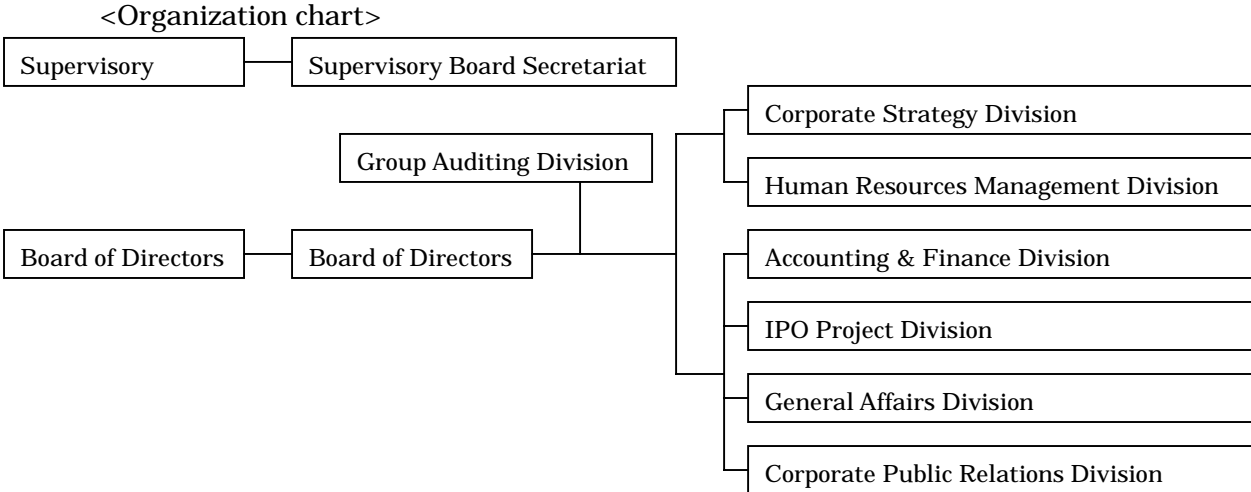
As stated in the previous announcement, Hakuhodo DY Holdings Inc. will be established by transferring existing shares from Hakuhodo, Daiko, and Yomiko.

5) Capital

Capital of Hakuhodo DY Holdings Inc. is 10 billion yen.

6) Functions and organization scheme

The function of Hakuhodo DY Holdings Inc., as the group head office, is to aim for maximization of share holder and group company value through the pursuit of group synergy 1) through mid-to-long term strategy planning and implementation, 2) by support and coordination in management of the group companies, and 3) by establishment and execution of corporate governance. The company will have a streamlined organizational structure composed of back office support divisions such as Corporate Public Relations Division, General Affairs Division, IPO Project Division, Accounting & Finance Division, Human Resources Management Division, and Corporate Strategy Division.



7) Human resources

Hakuhodo DY Holdings will initially consist of employees seconded from Hakuhodo, Daiko, and Yomiko. Number of employees will be approximately 70.

8) Company logo (Please see the attachment)

Design concept

With consideration given to the role of the holding company to integrate operations of the four individual operating companies with distinctive characteristics, a logo design was applied as opposed to a symbolic mark. English characters of the basic Roman font are used to represent credible and universal nature of the company. Deep blue was selected as a corporate color to symbolize faithfulness toward stakeholders of the company which will aim to go public.

3. Agreement on Hakuhold DY Media Partners Inc.

1) Date of establishment

December 1st, 2003

2) Location of head office and Kansai office

Head office: Shiodome City Center, 1-5-2 Higashi-Shimbashi, Minato-ku,
Tokyo

Kansai office: Nakanoshima Mitsui Building, 3-3-3 Nakanoshima, Kita-ku,
Osaka

3) Appointments of senior executives

<Members of the Board>

President and Representative Director (Announced on April 7)	Takashi Sato (Current Corporate Senior Executive Officer, Hakuhold.)
Managing Director	Kazuo Shimamura (Current Senior Managing Director and Chief Operation Executive, Yomiko)
Managing Director	Yoshinobu Haba (Current Corporate Executive Officer, Hakuhold)
Managing Director	Hiyoshi Ando (Current Managing Director and Operating Director, Daiko)
Director	Toru Aizawa (Current Corporate Officer, Hakuhold)
Director	Takao Kubo (Current Operating Director, Daiko)
Director	Haruo Oki (Current Corporate Officer, Hakuhold)
Director	Kazuyoshi Yoshikawa (Current Corporate Officer, Hakuhold)

Director Hisao Omori
(Current Corporate Officer, Hakuhodo)

<Statutory Auditors>

Full time
Statutory Auditor Takashi Mori
(Current General Manager of Radio Division,
Hakuhodo)

Statutory Auditor Atsushi Yoshioka
Statutory Auditor Akira Fujishima
Statutory Auditor Motohiko Aiba

Note: All appointments are still tentative and will take effect on the date of establishment of Hakuhodo DY Media Partners with completion of the approval process.

4) Method of establishment

Hakuhodo DY Media Partners will be established by means of corporate separation from the three existing companies.

5) Capital

Capital of Hakuhodo DY Media Partners Inc. is 1 billion yen.

6) Functions and organization scheme

Hakuhodo DY Media Partners will be organized to function in the following fields:

a) Producing

To offer and promote sales of appropriate ad space and contents in a way to meet needs of both clients and media.

b) Media buying

To procure and buy ad space and contents, and coordinate to optimize their combination.

c) Business opportunities expansion

To develop systems and methods, and tools for planning and developing services to offer the following;

- * Media planning and development of planning tool to maximize efficiency and effect of advertisement
- * Development of database, data collection and analysis tool to support sales and enhance value of ad space and contents
- * Research to respond to new business styles in the evolving media market

* Planning and development of methods and tools to enhance media advertising value

d) Operations

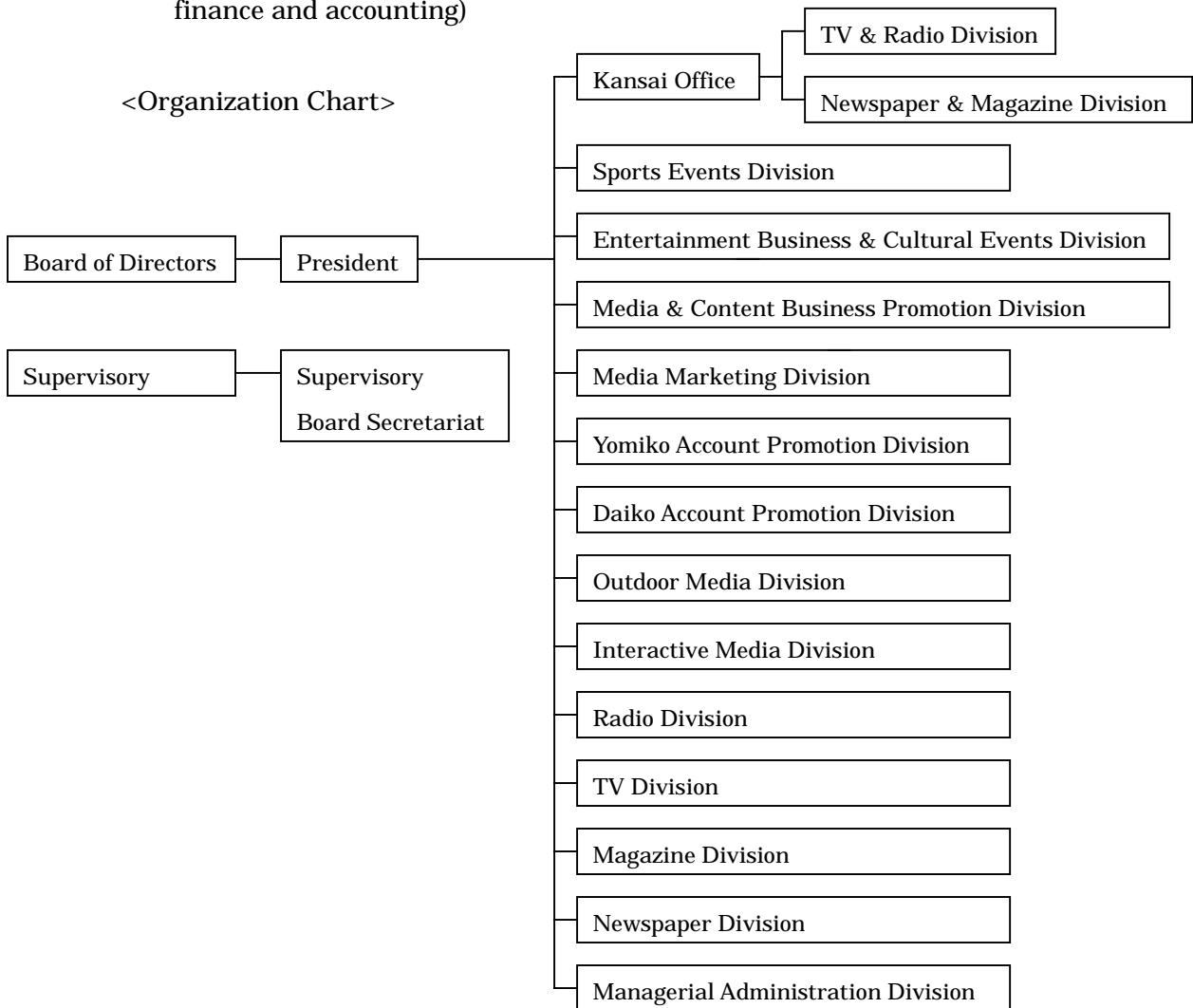
Functions such as media trafficking (to control and ensure material submission to media,) confirmation of ad exposure, control of EDI transactions and digital data transmission

e) Content development

To develop contents and business to realize synergy effect with media, including entertainment business – such as sports, culture events and movies and performances – and all related rights business.

f) Planning and management

Business planning, sales planning, operating management and support, and administrations (i.e. human resources, general affairs, public relations, legal, finance and accounting)



7) Human resources

In accordance with the Law Regarding Succession of Employment Contract, employees engaged in media business at Hakuhodo, Daiko, and Yomiko at the time of the establishment in December will be transferred to Hakuhodo DY Media Partners. Number of employees will be approximately 600.

8) Company logo (Please see the attachment)

Design concept

The logo represents the scale of the new media company and its progressive posture to make the media environment more open. Three spindles of the logo is an extreme deformation of M from Hakuhodo DY Media Partners. At the same time it symbolizes the three brand agencies - Hakuhodo, Daiko, and Yomiko - and also media companies, clients, and *sei-katsu-sha*. Green color of the logo means “innovation” and “openness.”

For further information, please contact:

Hakuhodo Inc. O. Nishimura or U. Hirasawa
Corporate Public Relations Division Tel.: +81-(0)3-5446-6161
USHIO.HIRASAWA@hakuhodo.co.jp

Daiko Advertising Inc. T.Kosada, H. Kobayashi or C. Hasegawa
Corporate Public Relations Division Tel: +81-(0)3-3437-8601
chiharu.hasegawa@daiko.co.jp

Yomiko Advertising Inc. Y. Fujiwara or K. Tashiro
Public Affairs & Secretarial Office Tel: +81-(0)3-3566-6801

(Reference)

Company logo of Hakuhodo DY holdings (English/Japanese)

Hakuhodo DY holdings
博報堂DYホールディングス

Company logo of Hakuhodo DY mediapartners



Hakuhodo DY
media partners