

June 15, 2006

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Notice Regarding Relocation of Headquarters and Other Offices

Hakuhodo DY Holdings will relocate its headquarters and the Tokyo offices of group companies to new premises pursuant with a resolution passed at a meeting of the Board of Directors held on June 15.

1. Companies relocating

A basic policy was established whereby the offices of group companies located in the Tokyo area will be centralized in Akasaka, Tokyo by 2008. On this basis, the three companies Hakuhodo DY Holdings Inc., Hakuhodo Inc. and Hakuhodo DY Media Partners Inc. will relocate to Akasaka Biz Tower (tentative name). Daiko Advertising Inc. has begun examining relocating to the Akasaka area, while Yomiko Advertising Inc. is not at this stage expected to relocate. Other group companies will also consider relocating to Akasaka and do so on an as-needed basis.

2. New offices of the three relocating companies

The three companies will vacate their current rented offices and relocate into rented premises in the following building:

Akasaka Biz Tower (tentative name), 322-1, Akasaka 5-chome, Minato-ku, Tokyo

3. Timeframe for the relocation of the three companies

As construction of the new premises is scheduled to be completed in January 2008, the relocation is expected to take place in 2008.

4. Reasons for the relocation

- (1) To foster group solidarity and enhance efficiency by locating the offices of group companies as closely together as possible.
- (2) To foster closer communication and promote the sharing of information and speedier work performance by decreasing the physical distance between Hakuodo DY Media Partners and the group's advertising operation companies.
- (3) To support strategic group-wide projects such as i-Business Center¹.
- (4) To further enhance the benefits of corporate reorganizing and integration undertaken in order to amalgamate the group's accounting data systems and concentrate indirect work in one location.

5. Effects on performance

The effects of the above on the group's consolidated performance will be reported at a later date.

¹ i-Business Center is a group-wide project initiated on February 1, 2006 to develop next-generation advertising communication for the digital media environment