

January 27, 2010

Company: Hakuhodo DY Holdings Inc.
Representative: Hirokazu Toda, President
(TSE: 2433)

Contact: Satoru Yagi, Executive Manager, Investor Relations Div.
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Changes to Representative Directors and Corporate Officers

Hakuhodo DY Holdings Inc. and Hakuhodo DY group companies Hakuhodo Inc. and Hakuhodo DY Media Partners Inc. informally decided the following changes to their representative directors and the members of their respective boards at meetings of the boards of the three companies held on January 27, 2010.

The Members of the Board and Auditors of Hakuhodo DY Holdings will be formally appointed by resolution at a general meeting of shareholders scheduled to be held in June 2010 and meetings of the Board of Directors and Board of Auditors to be held on the same day.

The members of the boards of Hakuhodo Inc. and Hakuhodo DY Media Partners Inc. will be formally appointed by resolution at general meetings of shareholders of each company scheduled to be held in June 2010 and meetings of the companies' boards of directors to be held on the same day.

The corporate officers of both companies will assume their new offices on April 1, 2010.

Hakuhodo DY Holdings Inc.

1. New Representative Director (scheduled for June 2010)

Name	New Position	Current Position
Junji Narita	Representative Director & Chairman of the Board Representative Director & Chairman of the Board, Hakuhodo Inc. (Concurrent)	Director & Member of the Board President & Chief Executive Officer, Hakuhodo Inc. (Concurrent)

(1) Reason for change

Introduction of a "three-representative structure" intended to further strengthen and boost group management.

(2) Brief biography of the new Representative Director

Date of birth: November 18, 1926

Place of birth: Tokyo

Graduated from: Rikkyo University
 1965 August Joined Hakuhold Inc.
 1995 February Member of the Board (Media Unit); General Manager, TV Div.
 1998 December Managing Director & Member of the Board; Unit COO,
 Advertising Unit 4
 2002 June Senior Executive Corporate Officer; Director, Business
 Integration
 2003 October President & Chief Executive Officer
 Director, Hakuhold DY Holdings Inc. (Concurrent)

(3) Shareholding

5,970 (as of September 30, 2009)

2. New and retiring Members of the Board (scheduled for June 2010)

New Member of the Board

Name	New Position	Current Position
Hisao Omori	Member of the Board Representative Director & President and Chief Executive Officer, Hakuhold DY Media Partners Inc. (Concurrent)	Senior Corporate Officer & Member of the Board, Hakuhold DY Media Partners Inc.

Retiring Member of the Board

Name	New Position	Current Position
Toshio Miyagawa	Senior Advisor	Senior Advisor, Director & Member of the Board
Takashi Sato	Representative Director & Chairman of the Board, Hakuhold DY Media Partners Inc.	Member of the Board President and Chief Executive Officer, Hakuhold DY Media Partners Inc. (Concurrent)
Akira Miyachi	Full-Time Statutory Auditor	Member of the Board Executive Vice President & Member of the Board, Hakuhold Inc. (Concurrent)
Shuichi Iwai	(Retiring)	Member of the Board Director & Senior Operating Director, Daiko Advertising Inc. (Concurrent)
Haruyasu Terauchi	(Retiring)	Member of the Board Director & Operation Executive, Yomiko Advertising Inc. (Concurrent)

3. Promoted Member of the Board (scheduled for June 2010)

Promoted Member of the Board

Name	New Position	Current Position
Mitsumasa Matsuzaki	Senior Director Senior Corporate Officer & Member of the Board, Hakuhold	Director Director & Member of the Board, Hakuhold DY Media Partners Inc.

	Inc. (Concurrent) Director & Member of the Board, Hakuhodo DY Media Partners Inc. (Concurrent) External Director, Digital Advertising Consortium Inc. (Concurrent)	(Concurrent) External Director, Digital Advertising Consortium Inc. (Concurrent)
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※Mitsumasa Matsuzaki is to be appointed at the general meeting of shareholders of Digital Advertising Consortium Inc. scheduled to be held in February.

4. New concurrent position of Member of the Board (scheduled for June 2010)

Name	New Position	Current Position
Hirokazu Toda	Representative Director, President & Chief Executive Officer Representative Director, President & Chief Executive Officer, Hakuhodo Inc. (Concurrent)	President & Chief Executive Officer

5. New and retiring Auditors (scheduled for June 2010)

New Auditor

Name	New Position	Current Position
Akira Miyachi	Full-Time Statutory Auditor	Director Executive Vice President & Member of the Board, Hakuhodo Inc. (Concurrent)

Retiring Auditor

Name	New Position	Current Position
Takao Sato	(Retiring)	Full-Time Statutory Auditor

Hakuhodo Inc.

1. Promoted Representative Director (scheduled for June 2010)

Name	New Position	Current Position
Junji Narita	Representative Director & Chairman of the Board Representative Director & Chairman of the Board, Hakuhodo DY Holdings Inc. (Concurrent)	President & Chief Executive Officer Director & Member of the Board, Hakuhodo DY Holdings Inc. (Concurrent)

2. New Representative Director (scheduled for June 2010)

Name	New Position	Current Position
Hirokazu Toda	Representative Director, President & Chief Executive Officer Representative Director, President & Chief Executive Officer, Hakuhodo DY Holdings	President & Member of the Board, Hakuhodo DY Holdings Inc.

	Inc. (Concurrent)	
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3. New and retiring Members of the Board (scheduled for June 2010)

New Members of the Board

Name	New Position	Current Position
Eisaku Munakata	Senior Corporate Officer & Member of the Board	Corporate Officer
Mitsumasa Matsuzaki	Senior Corporate Officer & Member of the Board. Senior Director, Hakuholdo DY Holdings Inc. (Concurrent)	Director & Member of the Board, Hakuholdo DY Holdings Inc.

Retiring Members of the Board

Name	New Position	Current Position
Hirotda Seki	Senior Advisor	Senior Advisor & Member of the Board
Akira Miyachi	Full-Time Statutory Auditor, Hakuholdo DY Holdings Inc.	Executive Vice President & Member of the Board Director & Member of the Board, Hakuholdo DY Holdings Inc. (Concurrent)
Shinichi Muraguchi	Executive Advisor	Senior Executive Corporate Officer & Member of the Board
Teruhiko Ando	(Retiring)	Senior Executive Corporate Officer & Member of the Board
Yoshihiko Katori	(Retiring)	Senior Corporate Officer & Member of the Board
Takeshi Tamura	(Retiring)	Senior Corporate Officer & Member of the Board
Masao Yamaguchi	(Retiring)	Corporate Officer & Member of the Board

※ The new positions of Teruhiko Ando, Yoshihiko Katori, Takeshi Tamura and Masao Yamaguchi after their retirement from the Board will be announced once they have been determined.

4. New and Retiring Corporate Officers (as of April 1, 2010)

New Corporate Officers

Name	New Position	Current Position
Mitsumasa Matsuzaki	Senior Corporate Officer Director & Member of the Board, Hakuholdo DY Holdings Inc. (Concurrent)	Director & Member of the Board, Hakuholdo DY Holdings Inc.
Shinichi Hori	Corporate Officer	Deputy General Manager, Creative Division
Otoharu Toshiko	Corporate Officer	General Manager, General Affairs Div. General Manager, Group General Affairs Division, Hakuholdo DY Holdings Inc. (Concurrent)
Kazunori Masuda	Corporate Officer	General Manager, Account Service Division 20, Account Service Unit

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Masaki Mikami	Corporate Officer	General Manager, Engagement Business Division
Michinori Shibuya	Corporate Officer	General Manager, Market Design Business Management Division

※ The roles of the above new Corporate Officers will be announced once they have been determined.

Retiring Corporate Officers

Name	New Position	Current Position
Akira Miyachi	Member of the Board Director & Member of the Board, Hakuhodo DY Holdings Inc. (Concurrent)	Executive Vice President & Member of the Board Director & Member of the Board, Hakuhodo DY Holdings Inc. (Concurrent)
Shinichi Muraguchi	Member of the Board	Senior Executive Corporate Officer & Member of the Board
Teruhiko Ando	Member of the Board	Senior Executive Corporate Officer & Member of the Board
Yoshihiko Katori	Member of the Board	Senior Corporate Officer & Member of the Board
Takeshi Tamura	Member of the Board	Senior Corporate Officer & Member of the Board
Masao Yamaguchi	Member of the Board	Corporate Officer & Member of the Board
Junkichi Masunaga	Executive Advisor	Senior Corporate Officer
Yoichiro Soejima	Managing Director & Corporate Officer, Hakuhodo DY Media Partners Inc.	Senior Corporate Officer
Takashi Ohashi	(Retiring)	Senior Corporate Officer
Haruhiko Jitsukawa	Executive Advisor	Corporate Officer
Akira Murakami	Executive Advisor President & Chief Executive Officer, Chuo Advertising Shinsha, Inc. (Concurrent)	Corporate Officer President & Chief Executive Officer, Chuo Advertising Shinsha, Inc. (Concurrent)
Yutaka Kawakami	Executive Advisor	Corporate Officer
Kenichi Otani	Executive Advisor President & CEO, Hakuhodo Architect Inc. (Concurrent)	Corporate Officer President & CEO, Hakuhodo Architect Inc. (Concurrent)
Yuji Okubo	Executive Advisor	Corporate Officer
Kazuhiko Nozawa	Director & Member of the Board, Hakuhodo DY Holdings Inc.	Corporate Officer Director & Member of the Board, Hakuhodo DY Holdings Inc. (Concurrent)

※Akira Miyachi is to retire from his position as Member of the Board of Hakuhodo DY Holdings Inc. following the company's general meeting of shareholders scheduled to be held in June.

※Akira Miyachi, Shinichi Muraguchi, Teruhiko Ando, Yoshihiko Katori, Takeshi Tamura and Masao Yamaguchi are to retire from their positions as Members of the Board of

Hakuhodo Inc. following the company's general meeting of shareholders scheduled to be held in June.

※The new role of Takashi Ohashi after his retirement from the position of Corporate Officer will be announced once it has been determined.

※The Executive Advisor roles of Junkichi Masunaga, Haruhiko Jitsukawa, Yutaka Kawakami and Yuji Okubo will be announced once they have been determined.

5. Promoted Corporate Officers (as of April 1, 2010)

Promoted Corporate Officers

Name	New Position	Current Position
Hiroshi Ochiai	Senior Corporate Officer & Member of the Board	Corporate Officer & Member of the Board
Eisaku Munakata	Senior Corporate Officer	Corporate Officer
Hitoshi Kurosakai	Senior Corporate Officer	Corporate Officer
Yasuhisa Miyazaki	Senior Corporate Officer	Corporate Officer
Kazunori Kageyama	Senior Corporate Officer	Corporate Officer

Hakuhodo DY Media Partners Inc.

1. Change to Representative Director (scheduled for June 2010)

Name	New Position	Current Position
Takashi Sato	Chairman of the Board	Representative Director, President & Chief Executive Officer Director & Member of the Board, Hakuhodo DY Holdings Inc. (Concurrent)

2. New Representative Director (scheduled for June 2010)

Name	New Position	Current Position
Hisao Omori	President & Chief Executive Officer Director & Member of the Board, Hakuhodo DY Holdings Inc. (Concurrent)	Managing Director, Corporate Officer & Member of the Board

3. New and retiring Members of the Board (scheduled for June 2010)

New Members of the Board

Name	New Position	Current Position
Akio Kobayashi	Managing Director, Corporate Officer & Member of the Board	Corporate Officer

Retiring Member of the Board

Name	New Position	Current Position
Kazuyoshi	Advisor	Managing Director, Corporate

Yoshikawa		Officer & Member of the Board
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4. New and Retiring Corporate Officers (as of April 1, 2010)

New Corporate Officers

Name	New Position	Current Position
Yoichiro Soejima	Managing Director & Corporate Officer	Senior Corporate Officer, Hakuodo Inc.
Tomoyuki Imaizumi	Corporate Officer	General Manager, Corporate Strategy Division

※ Roles of the above new Corporate Officers will be announced once they have been determined.

Retiring Corporate Officers

Name	New Position	Current Position
Kazuyoshi Yoshikawa	Director	Managing Director, Corporate Officer & Member of the Board
Shoji Iwamoto	Executive Advisor	Corporate Officer

※The Executive Advisor role of Shoji Iwamoto will be announced once it has been determined.

※Kazuyoshi Yoshikawa is to retire from his position as Member of the Board following the general meeting of shareholders of Hakuodo DY Media Partners Inc. scheduled to be held in June.

5. Promoted Corporate Officers (as of April 1, 2010)

Name	New Position	Current Position
Akio Kobayashi	Senior Corporate Officer	Corporate Officer

Contact for Hakuodo Inc.

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