



## **FOR IMMEDIATE RELEASE**

August 30, 2011

Yoji Shimizu  
President and Group CEO  
ASATSU-DK INC.  
Securities code: 9747

### **Notice regarding DAC shares held by ASATSU-DK INC.**

ASATSU-DK INC (hereinafter “ADK”) have received a non-binding offer from WPP plc (hereinafter “WPP”) as of August 27, 2011 that WPP is willing to acquire the shares of Digital Advertising Consortium, Inc. (hereinafter “DAC”) held by ADK.

However, our policies will remain unchanged from the announcement “Changes (exclusion of application) related to companies accounted for using equity method, and liquidation of a joint venture”, released on August 26, 2011.

Today, we sold part of DAC shares held by ADK (40,000 shares) in response to DAC’s purchase of their own shares, as has been announced in “Notice regarding extraordinary income”. Further, as to the balance of the shares held by ADK (90,176 shares), we plan to sell the entire shareholding in the market in accordance with DAC’s announcement dated August 26, 2011.

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