



December 29, 2011
Yoji Shimizu
President and Group CEO
ASATSU-DK INC.
Securities Code: 9747

Notice Regarding Changes in Representative Director and Other Directors and Officers

On December 29, 2011, the Board of Directors of ASATSU-DK INC. (ADK) has resolved the changes in representative director and other directors as described in Section A. These changes are scheduled for resolution at the 57th Ordinary General Meeting of Shareholders, to be held on March 29, 2012, and subsequent meeting of the Board of directors.

Changes of executive directors, operating officers are outlined in section B below.

Sections A

1. Change of Representative Director as of March 29, 2012

<New Title>	<Name>	<Current Title>
Representative Director, Chairman of the Board	Koichiro Naganuma	Chairman of the Board

(1) Reason for the Change

To strengthen further the management structure, ADK will add one more director with the representative right. With this structure, ADK will be able to respond to management issues accurately and promptly in the circumstance where management issues increase their complexity and sophistication. At the same time, ADK will establish Operating Executive Committee to separate direction and execution and to achieve the agile and efficient execution.

(2) Background of Newly-appointed Representative Director

Date of Birth:	January 4, 1945
March, 1967	Graduated from Sophia University
June, 1971	Graduated from Santa Clara University (MBA)
August, 1981	Joined Asatsu Inc.

January, 1988	Director, Office of international Division
January, 1996	Executive Director, Office of International Division
March, 1998	Managing Director
January, 1999	Managing Director
	President of Asatsu Worldwide Company
March, 2000	Senior Managing Director
	President of Asatsu Worldwide Company
	President of Overseas Network Center
September, 2001	Representative Director, President and Group COO
January, 2004	Director, WPP Group plc.
March, 2010	Representative Director, Chairman & Group CEO
December, 2010	Executive Director, Chairman
March, 2011	Chairman of the Board

(3) Shares Held by Newly-appointed Representative Director 64,552 shares

2. Change of Director's Title as of March 29, 2012

<New Title>	<Name>	<Current Title>
Executive Director, Senior Operating Officer(<i>Senmu</i>)	Kazuhiko Narimatsu	Executive Director, Senior Operating Officer(Jomu)
Executive Director, Senior Operating Officer(Jomu)	Shinichi Ueno	Executive Director, Operating Officer

Section B

1. Change of Director

Standing down as of as of December 31, 2011

<Name>	<Current Title>
Takeo Hishiyama	Executive Director, Senior Operating Officer

Standing down as of as of March 29, 2012

<Name>	<Current Title>
Jiro Kitamura	Executive Director, Senior Operating Officer
Osamu Okayasu	Executive Director, Operating Officer

2. Change of Operating Officer

Newly appointed as of January 1, 2012

<New Title>	<Name>	<Current Title>
Operating Officer	Kenji Oshiba	Division Director, Account Service Division, Integrated Account Service Management
Operating Officer	Kenichiro Omori	Division Director, Overseas Division, Integrated Account Service Management
Operating Officer	Chiyoaki Kato	Division Director, China Division Integrated Account Service Management
Operating Officer	Satoshi Tsuchida	Division Director, Project Development Division Integrated Account Service Management
Operating Officer	Toru Ishijima	Deputy Director, Corporate Management Center

Standing down as of March 31, 2012

<Name>	<Current Title>
Huang Hui	Operating Officer, Deputy Director, Integrated Account Service Management
Takashi Fukuzaki	Operating Officer, Chief Director, Integrated Account Service Management
Chikara Yoshioka	Operating Officer, Overseas Division

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