

February 14, 2012

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

Notice Regarding Candidates for Outside Directors

ASATSU-DK INC. (ADK) decided candidates for its outside directors at the board of directors meeting today as below and resolved to submit the resolution to ADK's 57th Annual General Meeting of Shareholders to be held on March 29, 2012.

Further reinforcing our actions in the "digital" and "global" areas, the growth areas for the advertisement business, and fulfilling corporate governance are significant management issues for ADK Group. By electing outside directors ADK would like to proactively incorporate external viewpoints, so as to strengthen the Board's supervisory function over the execution of operations, as well as to ensure clarity and appropriateness in the determination of significant matters regarding all aspects of general management, including the operations in the growth areas.

Candidates for Outside Directors and Biography

| | |
|-----------------|---|
| Candidates | Hiroshi Ohbayashi |
| (Date of Birth) | (June 17, 1947) |
| Mar. 1970 | LLB, Law Department, Hitotsubashi University |
| Apr. 1970 | Legal apprentice (Judicial Research and Training Institute) |
| Apr. 1972 | Prosecutor, Tokyo District Public Prosecutors' Office |
| Apr. 1980 | First secretary, Embassy of Japan, People's Republic of China |
| Apr. 1996 | Prosecutor, Tokyo Public High Prosecutors' |

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|-----------|---|
| | Office |
| Jan. 2002 | Deputy Vice-Minister of Justice |
| June 2006 | Assistant Vice Minister of Justice |
| July 2008 | Superintending Prosecutor, Tokyo High Public Prosecutors' Office |
| June 2010 | Prosecutor-General |
| Dec. 2010 | Retired from office |
| Mar. 2011 | Registered as attorney (Tokyo Bar Association) (present) |
| Apr. 2011 | Outside Auditor, Daiwa Securities Company Limited (present) |

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|-----------------|---|
| Candidates | Hideaki Kido |
| (Date of Birth) | (Apr. 23, 1950) |
| | Mar. 1974 LL.B. (Bachelor of Jurisprudence), Keio University |
| | Apr. 1974 Joined Itochu Corporation |
| | Apr. 1999 Itochu International Inc. (New York) International Vice President & International Manager |
| | June 2001 Star Channel Inc. (Tokyo, Japan) Deputy President & Representative Director |
| | Mar. 2003 Japan Entertainment Network K.K. (Cartoon Network-Japan) President & CEO |
| | June 2007 JSAT Corporation, Executive Officer and Space Communications Corporation, Director |
| | June 2011 IMAGICA TV Corporation Chairman of the Board (present) |

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|-----------------|---|
| Candidates | Mochio Umeda |
| (Date of Birth) | (Aug. 30, 1960) |
| | Mar. 1983 BS, Science and Technology, Keio University |
| | Mar. 1985 MS, Department of Computer Science, Graduate School of Information Science |

and Technology, The University of Tokyo
Jan. 1988 Joined Arthur D Little Japan, Inc., a consulting
company
Oct. 1994 Arthur D Little
Director, (U.S. head office)
May 1997 Founded MUSE Associates, LLC in Silicon
Valley (present)
Aug. 2000 Co-founded Pacifica Fund, a venture capital
fund, in Palo Alto, together with Yukio
Okamoto (present)
June 2010 Outside director, Ricoh Company, Limited
(present)

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