

January 22, 2013
Yoji Shimizu
President and Group CEO
ASATSU-DK INC.
Securities Code: 9747

**Notice Regarding Changes in Representative Directors,
Other Directors and Operating Officers**

On January 22, 2013, the changes in directors in Section A below were resolved at a regularly scheduled meeting of the Board of Directors of ASATSU-DK INC. (ADK). These changes are scheduled for resolution at the 58th Ordinary General Meeting of Shareholders, to be held on March 28, 2013, and the subsequent meeting of the Board of Directors.

Changes of operating officers are outlined in Section B below.

Section A

1. Change of Representative Director (1) as of March 28, 2013

| <New Title> | <Name> | <Current Title> |
|---|---------------|---|
| Representative Director, President and Group CEO | Shinichi Ueno | Executive Director, Senior Operating Officer |

(1) Background of Newly-appointed Representative Director

| | |
|----------------|---|
| Date of Birth: | February 17, 1954 |
| March, 1976 | Graduated from Doshisha University |
| April, 1976 | Joined Asatsu Inc. |
| January, 2000 | Fifth Account Service Department Director |
| January, 2005 | Executive Officer, General Manager of Kansai Branch |
| January, 2007 | Executive Officer, Corporate Division Director |
| March, 2008 | Executive Director, Operating Officer |
| March, 2012 | Executive Director, Senior Operating Officer, Integrated Solution Center |

(2) Number of Holding Shares

8,331 shares

2. Change of Representative Director (2) as of March 28, 2013

| <New Title> | <Name> | <Current Title> |
|-------------------|--------------|---|
| Director, Advisor | Yoji Shimizu | Representative Director, President & Group CEO |

3. Change of Representative Director (3) as of March 28, 2013

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

4. Reason for the Change of Representative Directors

To respond to the ever-changing advertising market, ADK will accelerate a generational change in its management and speed up a decision-making process.

5. Change of Executive Directors

Newly appointed as of March 28, 2013

| <New Title> | <Name> | <Current Title> |
|---|-----------------|-----------------|
| Executive Director, Operating Officer, CFO | Yoshihiro Sakai | Advisor |

Standing down as of March 28, 2013

| <Name> | <Current Title> |
|------------------|---------------------------------------|
| Yoshiki Uemura | Executive Director, Operating Officer |
| Hiroshi Nakazato | Executive Director, Operating Officer |
| Hiroaki Onohara | Executive Director, Operating Officer |
| Hiroshi Nomiya | Executive Director, Operating Officer |

Section B

1. Change of Senior Operating Officers

Newly-appointed as of March 28, 2013

| <New Title> | <Name> |
|--------------------------|------------------|
| Senior Operating Officer | Yoshiki Uemura |
| Senior Operating Officer | Hiroshi Nakazato |
| Senior Operating Officer | Hiroaki Onohara |
| Senior Operating Officer | Hiroshi Nomiyama |

2. Reasons for Change of Senior Operating Officers

ADK aims to speed up a management decision-making process by reducing the number of the board members. At the same time, it will enhance the execution capability of operating officers by appointing senior operating officers.

3. Change of Operating Officers

Newly-appointed as of April 1, 2013

| <New Title> | <Name> |
|-------------------|-------------------|
| Operating Officer | Kazuhiko Ichimura |

Standing down as of March 31, 2013

| <Name> | <Current Title> |
|---------------------|-------------------|
| Katsuhiko Ikuma | Operating Officer |
| Hidekatsu Ikedo | Operating Officer |
| Makoto Nakamura | Operating Officer |
| Toshiyuki Kurayoshi | Operating Officer |

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