

News Release

December 25, 2008
Dentsu | Avenue A | Razorfish

Notice of Change of Company Name, Dentsu | Avenue A | Razorfish

On January 1, 2009, our company name changes from Dentsu | Avenue A | Razorfish to Dentsu Razorfish, Inc.

Dentsu | Avenue A | Razorfish (head office: Tsukiji, Chuo-ku, Tokyo, president: Reo Watanabe) changes its company name to Dentsu Razorfish, Inc. on January 1, 2009.

In January 2008, Dentsu | Avenue A | Razorfish formed a capital/business tie-up with Avenue A | Razorfish in the United States. By drawing on this alliance, Dentsu | Avenue A | Razorfish became Japan's first fully-fledged "interactive agency" and has been providing high-quality interactive marketing services with companywide efforts.

On October 20, 2008, Avenue A | Razorfish in the United States changed its name to Razorfish. Under the new name, Dentsu Razorfish, which is a combination of Japan's leading brand of advertising agency, Dentsu, and the top global interactive agency brand, Razorfish, we will continue to enhance our new corporate brand power.

[Outline of each company]

- Dentsu Razorfish, Inc. (as of January 1, 2009)

Establishment: 2001

Number of employees: 194 persons

Head office address: Hamarikyū Parkside Place 14F, 5-6-10 Tsukiji, Chuo-ku, Tokyo 104-0045, Japan

URL: <http://www.dentsu-razorfish.com> (from January 1, 2009)

* Until December 31, 2008, please visit <http://www.dentsu-aarf.com>.

- Razorfish

Establishment: 1995

Number of employees: More than 2000 persons (including those at overseas bases)

Head office address: 821 Second Avenue, Suite 1800 Seattle, WA 98104 U. S.A.

11 bases in the United States, 5 bases in Europe, and 5 bases in Asia Pacific

URL: <http://www.razorfish.com>

[Contact personnel regarding this news release]

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