

News Release

November 18, 2009
Dentsu Razorfish Inc.

A Notice Regarding the Change of President and CEO

Dentsu Razorfish Inc. passed a resolution to appoint Hidetoshi Tokumaru, Director and COO as President and CEO at the Board Meeting of November 18, 2009. Ryosuke Watanabe, the current President and CEO becomes Director (Part-time).

Hidetoshi Tokumaru joined Dentsu Inc. in 1988. From 2000 he served as executive officer etc. at Dentsu.Com, Inc., Dentsu, Fuse Inc., ISID Deloitte, Inc., and Dentsu e-marketing One Inc. After services at the Interactive Communication Division, and Communication Design Center of Dentsu Inc. he assumed the post of Director and COO, Dentsu Razorfish Inc. in June, 2009. He has extensive experience and is distinguished for his knowledge of Interactive Marketing in Dentsu Group.

Ryosuke Watanabe joined Dentsu Inc. in 1988. In the eight years and eight months since founding Digital Palette Inc. (Former name of Dentsu Razorfish Inc.) in 2001, he has been concentrating his efforts on the management of the company. In January 2007, the company formed a capital/business tie-up with Avenue A | Razorfish in the United States. By the alliance, the company became Japan's first fully-fledged "Interactive Agency" and has been providing high-quality Interactive Marketing Services with companywide efforts. He is continuing his effort to support the company to the best of his abilities as a part-time director.

Profile of the new President and CEO

Name: Hidetoshi Tokumaru

Profile:

Mar. 1988	Graduated from Faculty of Economics, The University of Tokyo
Apr. 1988	Joined Dentsu Inc.
Mar.2000	External director, Dentsu.com, Inc.
Jan. 2002	Vice president, Dentsu, Fuse Inc.,
Jan. 2003	Director, ISID Deloitte, Inc.
Jan. 2004	Operating officer, Dentsu e-Marketing One Inc.
May 2005	Staff manager, business development section 4 Interactive Communication Division, Dentsu Inc.
Jul. 2008	Chief Producer, Produce Department, Communication Design Center, Interactive Communication Division, Dentsu Inc.
Jun.2009	Director and COO, Dentsu Razorfish Inc.

- Dentsu Razorfish Inc.
Establishment: 2001
Number of employees: 191 persons
Head office address: Hamarikyu Parkside Place 14F, 5-6-10 Tsukiji, Chuo-ku,
Tokyo 104-0045, Japan
URL: <http://www.dentsu-razorfish.com>

[Contact personnel regarding this news release]

Shoji Oshima

Corporate Management

Dentsu Razorfish Inc.

Tel.: 03-5551-9885 (International: +81-3-5551-9885)

Fax: 03-5551-9978 (International: +81-3-5551-9978)

Email: contact@dentsu-razorfish.com