

NEWS RELEASE**FOR IMMEDIATE RELEASE****January 4, 2007**

Growing Business Seeds for the Dentsu Group

Making 2007 a year for building on our ‘Global,’ ‘One-Stop’ and ‘Social’ activities

—Mr. Mataki, President & CEO, Delivers His Message

at the New Year’s Back-to-Work Ceremony —

Dentsu Inc. (President & CEO: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) held its annual New Year’s Back-to-Work Ceremony at the Company’s Tokyo Head Office and other venues from 9:50 a.m. on January 4. President Mataki delivered his New Year’s message at a ceremony held in the Dentsu Hall auditorium on the first floor of the Head Office Building in Shiodome.

Following are highlights of his speech.

“Two thousand and seven is the year of the boar—a year in which it is said that ‘all creations become seeds of the next generation.’ Looking back on previous years of the boar, in 1875, the *Tokyo Nichinichi Shimbum* carried an advertisement announcing the release of a new beer. It was around this time that the word ‘advertisement’ began to see wide use in Japan. In 1959, the year in which Their Majesties the Emperor and Empress were married, television became Japan’s second largest mass-advertising medium, after newspapers. And in 1995, Windows 95 was released, helping to launch the digital media era.

“For the Dentsu Group, I hope 2007 to be a year in which we ‘grow business seeds’ for the next generation. I am thinking of three activities in particular, embodied by the words ‘Global,’ ‘One-Stop’ and ‘Social.’ These activities will help prepare the way for the future growth of both our Group and the Japanese economy.

“By ‘Global’, I mean that we must achieve further progress in BRICs economies such as China and India, as well as in the United States and Europe. We will make every effort to strengthen the Dentsu Group’s position as a world-class competitor in our field. We have proven our ability to adapt and integrate our specialties to a diverse range of businesses. I believe that, by utilizing these capabilities and connecting each of our locally oriented operations globally, the Dentsu Group will continue to meet the challenge of offering the best client services.

“Our ability to offer our clients ‘One-Stop’ services has been Dentsu’s key business policy since we announced ‘Total Communications Services’ in 1986. While this policy continues to embody our work today, the scope of our work has grown by leaps and bounds compared with 20 years ago. This can be seen in the four markets defined in the Group’s ‘4-2-2 Strategy’; domestic advertising, advertising-related, content, and overseas markets, each which has its own business model and earnings structure. Cultivating our integrated, ‘One-Stop’ services will strengthen the foundation of the Group. In 2007, I want each organizational unit and specialist company within the Group to apply itself diligently and with great vigor to activities that maximize value creation by the Dentsu Group.

“With regard to ‘Social’ activities, the Dentsu Group acts upon its social mission of generating happiness, vitality and peace by placing great importance on its links with society, including clients drawn from a wide range of industries, media-related companies, consumers, and shareholders. As a public company composed of talented and dedicated employees, our social responsibility extends even outside of the workplace. All Dentsu Group members must continue and pass on to the next generation, the legacy the Group has established so that future employees can take great pride in Dentsu, and in turn, receive recognition from society.

“The Dentsu Group is advancing into the future as a true communications company—a company that has transcended the boundaries of advertising. This means we are committed to enhancing the future of clients, media-related companies, consumers and society by continuing to serve as ‘A Partner in Creating Value.’

“It is the role of every member of the Group, as well as myself, to help grow the ‘Global,’ ‘One-Stop’ and ‘Social’ business seeds and lay the groundwork for Dentsu’s next generation. As we enter this New Year, let us all take a new and positive outlook as we work together to reach our goals.”

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