

NEWS RELEASE**FOR IMMEDIATE RELEASE****April 11, 2007**

Dentsu Announces Start of Operations at Mobile Advertising Joint Venture in China

Dentsu Inc. (President & CEO: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen), CA MOBILE, LTD. (President & CEO: Yuzuru Sotokawa; Headquarters: Shibuya-ku, Tokyo; Capital: 1,889.7 million yen) and Cyber Communications Inc. (President & CEO: Hideyuki Nagasawa; Head Office: Minato-ku, Tokyo; Capital: 2,362.0 million yen), announced today that the Chinese government had approved their application to begin business operations at the new joint venture they have established in China to specialize in mobile advertising. The decision to establish the new company was announced on October 3, 2006, and approval was granted on March 14, 2007. The new company will be called Beijing Dianyi Advertising Co., Ltd.

The new company will set up a network linking major mobile media in China, and will control this network through the use of sophisticated management systems for ad delivery and ad sales and marketing, enabling it to offer high-quality, one-stop advertising services. The new company has already brought together mobile media with a traffic level of approximately 400 million page views/day.

An announcement ceremony will be held in Beijing, China on April 17, 2007 to mark the establishment of the new company. The event will be attended by representatives of the mass media, and by the various parties to the new venture.

Profile of the New Joint Venture

Company Name: Beijing Dianyi Advertising Co., Ltd.
Location: Room 2501, Building A Jianwai SOHO NO. 39,
Dongsanhuan Zhonglu Chaoyang District Beijing, 100022
P.R.C.

President: Feng GuangMing
Employees: 18
Capital: 100 million yen (approximately 6.89 million yuan)
Shareholding Ratio: CA MOBILE, LTD. 66.6%; Dentsu Inc. 16.7%; Cyber Communications Inc. 16.7%
Date of Establishment: March 14, 2007
Principal Business: Mobile phone-based advertising in China

Profile of CA MOBILE, LTD.

Company Name: CA MOBILE, LTD.
President & CEO: Yuzuru Sotokawa
Capital: 1,889.7 million yen
Date of Establishment: May 2000
Location: 6F, Infoss Tower, 20-1, Sakuragaoka-cho, Shibuya-ku, Tokyo
Principal Business: Advertising agency services for mobile phone-based advertising, mobile media content services, mobile media solutions, mobile commerce services

Profile of Dentsu Inc.

Company Name: Dentsu Inc.
President & CEO: Tateo Mataki
Capital: 58,967.1 million yen
Date of Establishment: July 1, 1901
Location: 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo
Principal Business: Full-service advertising

Profile of Cyber Communications Inc.

Company Name: Cyber Communications Inc.
President & CEO: Hideyuki Nagasawa
Capital: 2,362.0 million yen
Date of Establishment: June 1996
Location: COMODIO SHIODOME 7F, 2-14-1, Higashi-shimbashi,

Minato-ku, Tokyo

Principal Business: Advertising and related services for Internet-based networks
and commercial online service networks

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