

**NEWS RELEASE****FOR IMMEDIATE RELEASE****May 30, 2007**

## **Dentsu Announces Establishment of Dentsu Customer Access Center - Corporate Separation from Dentsu Tec -**

Dentsu Inc. (President & CEO: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that, through corporate separation, its wholly owned subsidiary Dentsu Tec Inc. (President: Tatsuji Matsui; Head Office: Tokyo; Capital: 2.65 billion yen) will form a new company, Dentsu Customer Access Center Inc., on July 2, 2007. The details are as follows.

### **1. Purpose behind Establishment of the New Company**

As the Dentsu Group strengthens into business activities in advertising-related markets, it has an urgent need to strengthen its services based on a reliable one-to-one customer service capability. This is especially true in the field of; direct marketing which centers on mail-order sales; market research which handles a large volume of customer data; e-promotions which utilize digital technology; and other fields where customer relationship management (CRM) requires highly sophisticated communications capabilities. Under these circumstances, with its robust information security system, Dentsu Tec has been planning and executing secure, high-quality advertising campaigns and providing operational support for direct marketing activities. Taking advantage of its achievements and expertise in the field of one-to-one customer services, Dentsu Tec will establish Dentsu Customer Access Center Inc., a full-fledged customer relationship services company, through corporate separation.

The new company aims to offer client services with an emphasis on reliable information security systems, and will succeed Dentsu Tec's current activities in areas such as campaign administrations operations (Note 1) in the execution of sales promotion campaign activities. The new company will specialize in direct marketing business support services (Note 2) and CRM operations management (Note 3), contributing to the growth of customer access

businesses within the Dentsu Group. It also aims to reinforce campaign fulfillment operations (Note 4).

Note 1: Campaign administrations operations

A comprehensive operations management service that handles consumer entries via post cards, telephone calls, the Internet and mobile media. Service also includes conducting of prize drawings, attending to inquiries from consumers, managing personal information, shipping and delivery of prizes and the like.

Note 2: Direct marketing business support services

Backyard services pertaining to direct marketing businesses centering on mail-order sales, such as management of consumer response, logistics and charge transfer services.

Note 3: CRM operations management

The development and operation of customer relationship business systems that support CRM services offered to clients.

Note 4: Fulfillment operations

Refers to the total process of receiving, packing, and shipping orders for goods, and includes managing inventories, handling inquiries, and collection of payments.

## **2. Outline of the Corporate Separation**

### **(1) Timetable of the Corporate Separation**

March 27, 2007	Board meeting to approve establishment of new company
May 24, 2007	Board meeting to approve the Corporate Separation Plan
July 2, 2007 (tentative)	Effective date of separation
July 2, 2007 (tentative)	Effect date of registration of incorporation

### **(2) Method of Separation**

Dentsu Tec will be the transferor company, and Dentsu Customer Access Center will be the transferee company (new company).

### **(3) Allotment of Shares**

All of the common shares issued by Dentsu Customer Access Center as a result of this

corporate separation, will be allotted to Dentsu Tec. It is planned that the new company will become a wholly owned subsidiary of Dentsu Tec.

(4) Payments in Connection with the Separation

No payments will be made in connection with the separation.

(5) Businesses Subject to the Separation

The campaign administrations operations unit of the Campaigns Department of Dentsu Tec's Promotion Technology Division is subject to this corporate separation, and this unit will be transferred to the new company, Dentsu Customer Access Center.

**3. Outline of the Transferor and Transferee Companies**

Item	Transferor Company	New Company (Tentative)
(1) Company Name	Dentsu Tec Inc.	Dentsu Customer Access Center Inc.
(2) Principal Business	Advertising business	Campaign administrations operations Direct marketing business support services CRM operations management
(3) Date Established	August 14, 1950	July 2, 2007
(4) Location of Head Office	1-11-10 Tsukiji, Chuo-ku, Tokyo	Dentsu No. 2 Kosan Bldg. 1-7-13 Tsukiji, Chuo-ku, Tokyo
(5) Capital	2.65 billion yen	9 million yen (Capital reserve: 541 million yen)
(6) Name and Title of Representative	Tatsuji Matsui, President	Yasuaki Minegishi, President
(7) Number of Employees	1,290 (As of March 31, 2007)	43 (Including full-time directors)
(8) Fiscal Year-End	March 31	March 31
(9) Sales (Fiscal Year Ended March 2007)	162.148 billion yen	—
(10) Major Shareholders and Equity Ratios	Dentsu Inc. 100%	Dentsu Tec Inc. 100%

#### **4. Status of Business Units to Be Separated**

##### **(1) Description of Business Units to Be Separated**

The business is part of the campaign administrations operations unit of the Campaigns Department of Dentsu Tec's Promotion Technology Division.

##### **(2) Sales of the Business Units to Be Separated (For the fiscal year ended March 31, 2007)**

5.222 billion yen

Note: Most of the above sales were from intracompany transactions.

#### **5. Officers of the New Company**

President: Yasuaki Minegishi (currently Department Manager of Sales Campaign Development Department, Promotional Business Division, Dentsu Tec)

Director: Takao Nakamura (currently Department Manager of Campaigns Department, Promotion Technology Division, Dentsu Tec)

Director (part-time): Sohei Sato (currently Executive Officer of Dentsu Tec, and Executive General Manager of Promotion Technology Division)

Director (part-time): Masayoshi Kawai (currently Section Manager of Promotion Systems Section, Campaigns Department, Promotion Technology Division, Dentsu Tec)

Auditor (part-time): Toshio Yamano (currently Section Manager of Accounting Section, Finance & Accounting Center, Administrative Division, Dentsu Tec)

#### **6. Sales Targets of the New Company**

FY 2007 (July 2007, expected month of establishment, to March 2008): 4.1 billion yen

FY 2008 (April 2008 to March 2009): 6.56 billion yen

FY 2009 (April 2009 to March 2010): 7.88 billion yen

#### **7. Impact on Earnings**

The impact of this corporate separation on Dentsu's consolidated financial results for the fiscal years ending March 31, 2008 and 2009 is expected to be minimal.

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