

NEWS RELEASE**FOR IMMEDIATE RELEASE****September 14, 2007**

Dentsu and J:COM Announce Joint Development of New Advertising Media and Techniques

— *Dentsu to Acquire Equity Stake in Jupiter Visual Communications* —

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and Jupiter Telecommunications Co., Ltd. (hereafter J:COM; President and CEO: Tomoyuki Moriizumi; Headquarters: Tokyo) announced today that Dentsu will acquire an equity stake in J:COM's consolidated subsidiary Jupiter Visual Communications Co., Ltd. (hereafter J-VC; President: Tatsuya Suzuki; Headquarters: Tokyo), and that they are taking this opportunity to embark on joint development of new advertising media and advertising techniques.

At present, J:COM is aiming to diversify its revenue sources, and as part of these efforts, is pursuing a strategy of aggressively expanding its advertising media business. A core part of this strategy will involve collaborating with the Dentsu Group in the development of new advertising media and techniques. With Dentsu's expertise in the advertising field and its broad client base, and with J:COM's strategic strengths in the video communications field that includes its interactive, cumulative video-on-demand (VOD) media, "J:COM On Demand," and its community channel with a potential audience of approximately 6.6 million households, the two partners will integrate their expertise with the aim to create new advertising business models.

In July this year, with the objective of bolstering its advertising media business, J:COM acquired J-VC from Recruit Co., Ltd. Meanwhile, Dentsu has a long-standing relationship with J-VC through its work in developing an advertising media business related to the ActOn TV channel, a lifestyle-themed channel for mature audiences operated by J-VC. On this occasion, as the first step in jointly developing new advertising media and techniques, Dentsu will take an equity stake in J-VC, J:COM's consolidated subsidiary, and Dentsu and J:COM plan to work together closely to further

reinforce J-VC's operations and use this platform as the basis for pursuing a wide range of new business development opportunities.

In the future, J:COM and Dentsu plan to leverage their respective strengths to develop new advertising media and techniques. In doing so, they hope to unleash new potential for the satellite-media advertising market.

(1) Outline of the Share Transfer Agreement

J:COM will transfer 600 outstanding shares it holds in Jupiter Visual Communications Co., Ltd., to Dentsu

Shareholding ratio after the share transfer:	J:COM	70.02%
	Dentsu	10.00%
	Recruit	19.98%

(2) Time Schedule

September 13, 2007	Conclusion of the share transfer agreement
September 25, 2007	Share transfer (tentative date)

Profile of J-VC

Company Name: Jupiter Visual Communications Co., Ltd.

President: Tatsuya Suzuki

Location: 6-9-4, Shimbashi, Minato-ku, Tokyo, Japan

Capital: 300 million yen

Date of Establishment: April 1, 1983

Principal Businesses: (1) Planning and operation of ActOn TV (lifestyle channel for mature audiences)

(2) Provision of sales promotion solutions using video communications

Number of Employees: 18 (As of September 1, 2007)

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