

NEWS RELEASE**FOR IMMEDIATE RELEASE****October 29, 2007**

Dentsu Holdings USA to Acquire ATTIK Inc. of the United States and ATTIK Ltd. of the United Kingdom

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that its consolidated subsidiary Dentsu Holdings USA, Inc. (President: Hiromi Yoshida; Head Office: New York City, NY) will acquire creative boutiques ATTIK Inc. of the United States (Head Office: San Francisco, CA) and ATTIK Ltd. of the United Kingdom (Head Office: Leeds). It was agreed today between Dentsu Holdings USA and ATTIK's shareholders for Dentsu Holdings USA to purchase 100% of the outstanding shares of the two companies.

Following the acquisition of the two companies' shares, ATTIK Inc. will be merged into Dentsu Holdings USA subsidiary Dentsu America, Inc. (Head Office: New York City, NY) to become a division of that company. ATTIK Ltd. will become a subsidiary of Dentsu Holdings USA.

Purpose of the Share Acquisition

The two ATTIK companies being added to the Dentsu Group on this occasion are creative boutiques renowned for their ability to produce unique and unconventional ideas. It is envisaged that these companies will help strengthen the Group's operations in the United States and Europe by further enhancing client services and bolstering growth potential.

Outline of the Share Purchase Agreement

Dentsu Holdings USA will acquire 100% of the shares of each of ATTIK Inc. and ATTIK Ltd. On the same date as the execution of the share purchase agreement, ATTIK Inc. of the United States will be merged into Dentsu America. ATTIK Ltd. of the United Kingdom will become a wholly owned subsidiary of Dentsu Holdings USA.

1. Stock purchase
Proportion of total shares to be purchased 100% each of ATTIK Inc. and ATTIK Ltd.
2. Schedule
Date of execution of share purchase agreement October 31, 2007
Date of merger between Dentsu America, Inc. and ATTIK Inc. October 31, 2007

Profile of ATTIK (United States)

Company Name: ATTIK Inc.
Capital: \$100
Location: San Francisco, CA
Year of Establishment: 2001
Number of Employees: 58
Managing Partners: Simon Needham, James Sommerville, William Travis, Richard Peralta

Profile of ATTIK Ltd. (United Kingdom)

Company Name: ATTIK Ltd.
Capital: £1,339
Location: Leeds
Year of Establishment: 1986
Number of Employees: 10
Managing Partners: James Sommerville, Simon Needham, William Travis, Richard Peralta

Profile of Dentsu Holdings USA

Company Name: Dentsu Holdings USA, Inc.
Capital: \$30.662 million
Location: New York City, NY
Year of Establishment: 1983
Number of Employees: 10
President: Hiromi Yoshida

Profile of Dentsu America

Company Name: Dentsu America, Inc.
Capital: \$10.24 million
Location: New York City, NY
Year of Establishment: 1995
Number of Employees: 125
CEO: Timothy Andree
President: Doug Fidoten

Impact on Earnings

The impact of this transaction on Dentsu's consolidated and non-consolidated financial results for the fiscal year ending March 31, 2008, is expected to be minimal.

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