

**NEWS RELEASE****FOR IMMEDIATE RELEASE****November 6, 2007**

## **Dentsu, Dentsu Tec and Japan Post Service Announce Agreement to Create New Joint Venture**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), and its wholly owned subsidiary Dentsu Tec Inc. (President: Tatsuji Matsui; Head Office: Tokyo) together with Japan Post Service Co., Ltd. (Chairman & CEO: Norio Kitamura; Head Office: Tokyo), a company belonging to the Japan Post Holdings Co., Ltd Group (President & CEO: Yoshifumi Nishikawa; Head Office: Tokyo), announced today that Japan Post Service and the Dentsu Group had signed an agreement to establish a new joint venture. Details are as follows.

### **1. Purpose of the Agreement**

Japan Post Service and the Dentsu Group have been actively studying ways to establish a comprehensive, strategic business relationship that would integrate Japan Post Service's strong network and brand value with the Dentsu Group's expertise in the field of database marketing in order to create a postal-related business capable of providing consumers with useful information about companies and products, and to revitalize the direct promotion market in Japan.

Based on the results of the above studies, the three companies have reached an agreement to establish a joint venture to develop new types of postal media, and to promote businesses related to these new media.

An application for approval will be filed with the Ministry of Internal Affairs and Communications, in accordance with Article 3.3 of the Japan Post Service Act (Law No. 99, October 21, 2005).

### **2. Major Business Activities of the New Joint Venture**

- (1) Planning, development and marketing of advertising media that make effective use of postal and other delivery methods
- (2) Planning, development and marketing of high value-added direct mail advertising based on a database of information voluntarily provided by individuals
- (3) Preparation and dispatch of postal materials
- (4) Consulting related to each of the above, taking advantage of know-how related to direct marketing, as well as know-how related to advertising and promotions

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