
NEWS RELEASE

FOR IMMEDIATE RELEASE**November 7, 2007**

Dentsu Inc. Non-Consolidated Net Sales for October 2007

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	123,141	92.2
<Breakdown of Net Sales by Business Category>		
Newspapers	14,781	82.0
Magazines	6,667	96.2
Radio	1,852	96.7
Television	57,643	90.4
Interactive Media	1,618	120.6
OOH Media	4,396	111.1
Creative	15,282	97.6
Marketing/Promotion	13,555	93.4
Others	7,342	97.5
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	97,795	92.0
Kansai Branch Office	21,474	95.1
Chubu Branch Office	3,871	81.6

- * The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.
- * Television includes both program sponsorship and spot advertising.
- * Interactive Media consists of Internet and mobile media advertising.
- * OOH (Out Of Home) Media consists of transit advertising, outdoor advertising, etc.
- * Others includes Satellite and Other Media, Media Planning, Sports Marketing, Entertainment Business and Other Content.

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