

**NEWS RELEASE****FOR IMMEDIATE RELEASE****January 4, 2008****2008: The Year for New Beginnings****The Dentsu Group to Enhance Abilities to Deliver Solutions and  
Nurture New Businesses**

*—Tatsuyoshi Takashima, President & COO, Delivers His Message  
at the New Year's Back-to-Work Ceremony —*

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) held its annual New Year's Back-to-Work Ceremony on January 4. President Takashima delivered his New Year's message from the Tokyo Head Office Building to the employees in Tokyo and other venues.

Following are highlights of his speech.

“It is often said that leap years—when both the Summer Olympic Games and U.S. presidential elections are held—are very active years in the advertising industry worldwide. This year, two thousand and eight, the Beijing Olympic Games will be held in August. In addition, we will see presidential elections in the United States and Russia. I hope all of these major events will prompt a re-energizing of the advertising market in 2008.

“I strongly believe digitization and globalization will play key roles in determining the Dentsu Group's future growth. Last year, in line with this belief, we bolstered our capital tie-up and business alliance with OPT of Japan, as well as obtained ownership of ATTIK of the United Kingdom and the United States. The Dentsu Group will continue to pursue multifaceted investments and growth strategies in key fields related to globalization and digitization.

“As a comprehensive advertising communications group, the Dentsu Group has been offering a wide range of high quality services in the Japanese market. Our aim now is to deliver the same quality of integrated services in the global market so as to enhance the recognition and trust of our clients.

“However, seeing the dramatic changes in our business environment, we now need to take a new perspective. While actively responding to the impact digitization is making on our industry, and keeping a truly global mind at the same time, we should recognize our strengths and capitalize on them while we make necessary reinforcements in order to advance our business to the next level.

“The first point we must place particular emphasis on is our ability to **deliver solutions**. Clients are looking for solutions, not just advertising slots. It is now more vital than ever that all members of the Dentsu Group apply the highest levels of creativity possible to their work. By combining creative ideas and promotional techniques with the mass media’s capabilities to efficiently bring a client’s message to a large number of consumers, I believe we can provide clients with an even wider range of solutions.

“There is also an increasing need for communications solutions that creatively and freely mix and match a diverse array of ContactPoints™ between advertising communications and consumers. We will design a new working structure and nurture human resources capable of providing such integrated services to clients.

“Moreover, to further enhance the quality and cost-competitiveness of the seamless services we offer, from planning through to execution, a new system needs to be established. To this end, Group companies must share common perspectives when formulating strategies for their business activities. I would also like to establish an operational system on a global level so that the Group will be able to offer comprehensive advertising communications services, particularly in growing markets such as China, India and elsewhere.

“The second point we must focus on is **nurturing new businesses**. When creating new business models, Dentsu has always been at the intersection between consumers, clients and media. I consider this a hallmark of the Dentsu Group and the core source of our strength and vitality. I hope to see many Dentsu Group people who are willing to take risks while boldly taking on new challenges. With an aim to support this move, I would like to put in place new initiatives for incubating future businesses as soon as is practical.

“In order to respond to the issues I have just mentioned, it is most urgent for the Group to commit substantial human resources to strategically important fields. And, in terms of Group organization, we must make a series of dynamic organizational reforms aimed at facilitating collaboration among the Group companies and divisions.

“Lastly, as we carry out our daily business activities, it is crucial that we serve as a good corporate citizen and fulfill our responsibilities to society. A G-8 summit will be held this July in Japan, at Lake Toya in Hokkaido, with the main theme being the environment. The Dentsu Group must take an active role in supporting environmental initiatives.

“We can clearly see the issues we must face and the path we must follow as a new era unfolds before us. I see 2008 as the year of new beginnings for the Dentsu Group, and together we will take on these new challenges.”

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