

NEWS RELEASE**FOR IMMEDIATE RELEASE****February 29, 2008**

Dentsu, Dentsu Tec and Japan Post Service Announce Establishment of 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: Yoshifumi Nishikawa; Head Office: Tokyo), announced today the establishment of a joint venture company by Japan Post Service Co., Ltd. and the Dentsu Group. Details are as follows.

Date of Establishment

February 29, 2008

Outline of the Joint Venture

1. Company name: JP Media Direct Co., Ltd.
2. Corporate philosophy: The company will develop new direct media as its core business. It will aim to stimulate the direct promotions market by providing safe, easy and effective means for companies to communicate the most relevant information to consumers and for consumers to obtain information that is useful to them.
3. Principal business activities:
 - (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 services based on a database of information voluntarily provided by individuals
 - (3) Production and dispatch of direct-mail materials
 - (4) Consulting related to each of the above, utilizing know-how related to direct marketing, advertising and promotions
4. Location: 1-21-17, Toranomom, Minato-ku, Tokyo

5. Representatives: CEO: Naoki Nakashima (currently an Executive Officer at Japan Post Service Co., Ltd.); COO: Taku Kageshima (currently a Senior Planning Director at Dentsu)
6. Capital: 490 million yen
7. Shareholding ratio: Japan Post Service Co., Ltd. 51%, Dentsu Inc. 34%, Dentsu Tec Inc.15%

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