

NEWS RELEASE**FOR IMMEDIATE RELEASE****April 1, 2008**

Dentsu Sells Its Shares in Sony Creative Products Inc.

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and Dentsu Tec Inc. (President: Tatsuji Matsui; Head Office: Tokyo; Capital: 2,650 million yen), in accordance with a capital and business alliance with Sony Music Entertainment (Japan) Inc. (SME) (President: Naoki Kitagawa; Head Office: Tokyo; Capital: 100 million yen), and Sony Creative Products Inc. (SCP) (President: Aiichiro Furukawa; Head Office: Tokyo; Capital: 480 million yen), on September 1, 2006 acquired shares in SCP (Dentsu: 116,400 common shares, 213,500 preferred shares; Dentsu Tec: 58,200 common shares, 106,700 preferred shares), and afterward jointly conducted business operations.

However, because the Dentsu Group's initial expectations regarding gains from this joint business have not been sufficiently realized, on April 1 Dentsu and Dentsu Tec sold to SME all shares they held in SCP.

Although the capital alliance has been dissolved with this sale, the business alliance will remain in force because of ongoing joint operations between the Dentsu Group and SCP.

The impact on Dentsu's business results due to this sale is expected to be minimal.

Profile of Sony Creative Products Inc. (as of April 1, 2008)

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| Capital: | 480 million yen |
| No. of Issued Shares: | 1,484,400 |
| Location: | 4-5, Rokubancho, Chiyoda-ku, Tokyo, Japan |
| Date of Establishment: | May 1978 |
| Shareholder: | Sony Music Entertainment (Japan) Inc. (100%) |
| President: | Aiichiro Furukawa |

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