

NEWS RELEASE**FOR IMMEDIATE RELEASE****April 3, 2008**

Dentsu Head Office Building Receives Highest Rating of AA⁺ under Tokyo Metropolitan Government's "Tokyo CO₂ Emission Reduction Program"

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that its Head Office Building has received the highest possible rating of AA⁺ under the Tokyo Metropolitan Government's (TMG) "Tokyo CO₂ Emission Reduction Program" (see Note 1). The AA⁺ rating was received in relation to the interim report on Dentsu's CO₂ Emission Reduction Plan.

The Dentsu Head Office Building incorporates a wide range of energy saving initiatives, many of which were included at the building's design stage. Adopting the concept of harmonious coexistence with the natural environment, the Dentsu Head Office Building was officially opened in November 2004. Since the building's completion, many new environmental initiatives have been added on an ongoing basis, while steady progress is being made in the implementation of Dentsu's CO₂ reduction measures (see Note 2), which are contained in its CO₂ Emission Reduction Plan. In 2005, the TMG implemented the "Tokyo CO₂ Emission Reduction Program," under which Dentsu received the highest rating of AA when it submitted its first plan. This time, the interim report was highly appraised by the TMG, particularly with regard to Dentsu's ceaseless efforts so far, which contributed to its receiving an even higher rating.

Dentsu is also embarking on several capital investment projects that focus on environmental sustainability. These include making improvements to its system for reducing electricity consumption, modifying revolving doors, and introducing such alternative energy systems as solar and wind power generation. It is Dentsu's policy to promote increased environmental awareness among all its employees as it strives to further bolster the Dentsu Group's environmental performance. Dentsu hopes that these efforts will be reflected in its CO₂ Emission Reduction Plan final report, which is

scheduled to be released in the fiscal year ending March 31, 2010. In the final report, Dentsu is aiming to achieve the top rating of AAA.

Note 1: “Tokyo CO₂ Emission Reduction Program”

This program was implemented by the TMG’s Bureau of Environment in fiscal 2005, with the aim of reducing greenhouse gas (GHG) emissions. Any business institution in Tokyo whose annual heating and electricity-related energy usage totals more than 1,500 kiloliters of crude oil equivalent (COE) is required to submit a plan specifying its targets and measures for reducing its emissions of CO₂. The TMG carries out an evaluation of the plan and progress in implementation of the measures contained therein at three stages—when the plan is first submitted, when an interim report is submitted and when the plan’s final report is submitted. The results of these three evaluations are published. The plan runs for five years, with approximately 1,100 business institutions in Tokyo being required to participate in the program. The rating system used in the “Tokyo CO₂ Emission Reduction Program” is as follows: from AA to C for the plan itself; from AA⁺ to C for the interim report; and from AAA to C for the final report.

Note 2: CO₂ Reduction Measures

Dentsu is focusing on having each of its employees make conscious efforts to help reduce CO₂ emissions through everyday actions, even if the actions of each individual only lead to small CO₂ reductions. Such actions include switching off office equipment when it is not in use; strict enforcement of policies on turning off lights; and promoting the use of stairs. In terms of building facilities, the following basic measures are being undertaken: switching off of electric water heaters over the summer; appropriate operation of the ventilation fans used in the underground car park; increased efficiency in the operation of air conditioners used in the building’s commercial facilities (shops and restaurants, etc.); and use of energy-saving fan belts. Other additional efficiency measures specific to the Dentsu Head Office Building include raising the operating efficiency of air conditioners in the office parts of the building; upgrading of the software controlling air conditioners that provide outside air; and efficient operation of ventilation fans in heating-equipment rooms through the use of temperature sensors.

Contact: Yukihiro Oguchi
Senior Manager
Corporate Communications Division
Dentsu Inc.
Telephone: (813) 6216-8042
E-mail: yukihiro.oguchi@dentsu.co.jp

#####