

NEWS RELEASE**FOR IMMEDIATE RELEASE****April 28, 2008**

Dentsu and ROBOT Communications Announce Launch of “TsuiTsui” Mobile Advergame Service

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and ROBOT Communications Inc. (hereafter ROBOT; President: Shuji Abe; Headquarters: Tokyo) announced today that they will jointly launch a new service for advertisers—called “TsuiTsui”—specializing in games for mobile phones that feature corporate or product brands. The new service will include the planning and development of mobile advergames, and distribution of the games to consumers, free-of-charge, through a cooperative media network (see Note 1).

Mobile phones have become firmly established as a key medium in Japan, and this medium is being increasingly harnessed for its marketing potential. Among services offered on mobile phones, mobile games have achieved high daily usage across a wide range of demographic segments, making games one of the most popular categories of mobile content.

The new “TsuiTsui” service delivers mobile advergames that use the context of the game content to make an appeal linked to a corporate or product brand. By weaving the brand into the game context, the advertising message is able to reach the user in an unobtrusive way.

The advertiser can choose a game from a diverse array of templates, which is then customized to fit with their particular brand or advertising message. Alternatively, the advertiser may choose to have a sophisticated, completely original game developed.

Game planning and development will be carried out in collaboration with ROBOT Communications, a creative company with a strong track record in the production of casual games for mobile phones (“iZOO KEEPER,” (see Note 2) etc.), and is also

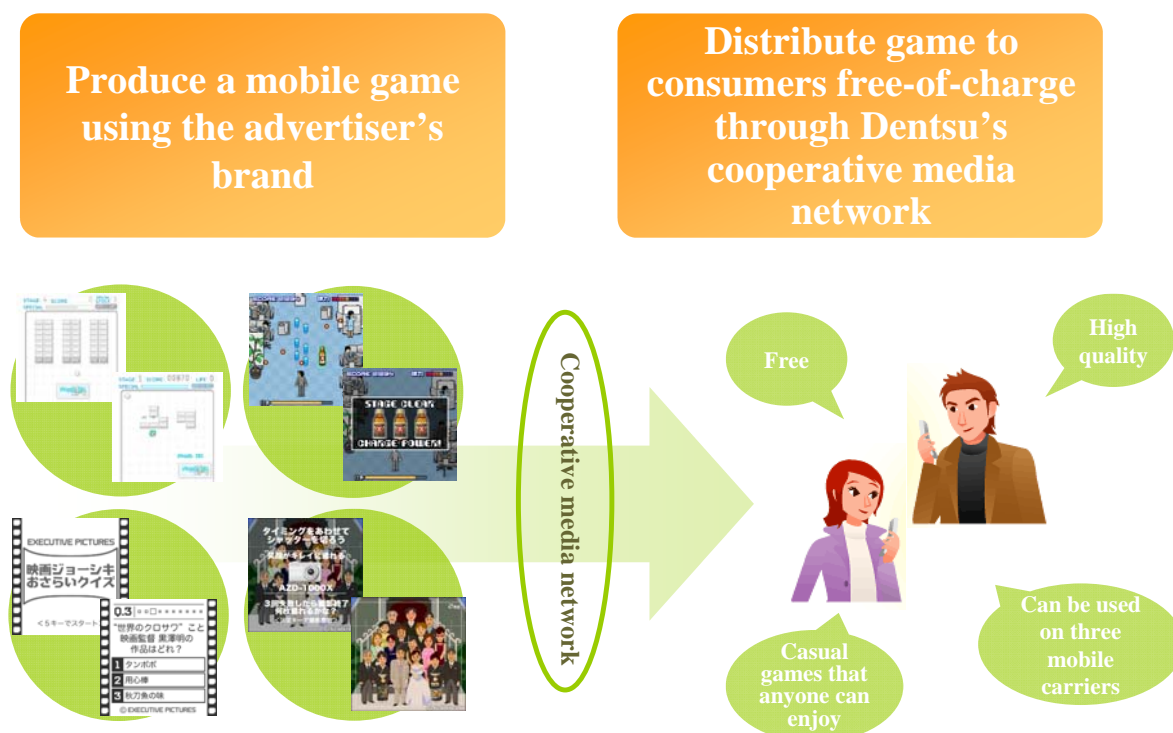
involved in the production of television commercials and movies (*ALWAYS: SUNSET ON THIRD STREET*, etc.). This will enable the TsuiTsui service to provide high-quality games for advertisers.

Through the use of mobile games as an advertising medium, advertisers will be able to take advantage of mobile phones' unique position as a crossover point between digital and real interaction with consumers to develop a broad variety of marketing programs. Such activities may include linkage with mass media, steering customers to retail locations, and viral marketing campaigns.

Although Dentsu has until now undertaken the planning and development of mobile advergaming on an individual-project basis for advertisers (see Note 3), on this occasion it has decided to launch an integrated, mobile advergaming distribution service to coincide with the expansion of its cooperative media network and development of a line-up of game templates.

In the future, Dentsu intends to extend this service to include not only games but also a range of mobile content-based advertising formats, such as deco-mail, digital comics, and virtual-makeover tools. Dentsu is also studying the potential of Advergaming, Inc.'s "adgame matching service" as a planning support tool. Dentsu.Com Inc. is a shareholder in Advergaming, Inc.

Overview of “TsuiTsui” Service



“TsuiTsui” Service Features

- Flexible game planning and development
Advertisers can choose a game from a diverse line-up of game templates to fit with their particular brand and advertising message. Alternatively, advertisers may choose to develop a completely original game. By the end of 2008, the service plans to expand its template line-up to more than 70 games, including Flash games, stand-alone application games, and network-player application games.
- Games can be used on all three mobile carriers
Since the games use Flash Lite 1.1, a version of Flash for mobile phones, the service will provide game content that may be used on any of Japan's three major mobile phone carriers.
- Mobile media network that can reach a wide range of target audiences
The service can formulate a media plan that caters to the advertiser's target user audience by selecting appropriate media from among Dentsu's cooperative media network, consisting of a broad array of leading media companies. By the end of 2008, the media network is expected to comprise more than 50 companies with a total user base of over 30 million. (Please see Note 1: Cooperative Media Network.)
- Content is fully managed on the server; it is possible to measure effectiveness
Since all advergame content is fully managed on Dentsu's server, it is possible to

track such effectiveness measures as the number of game users and the number of users visiting the advertiser's site.

Note 1: Cooperative Media Network

TsuiTsui will use a purpose-built media network being developed in collaboration with Cyber Communications Inc. As of March 2008, participating media are as follows:

- A. Partner media (Will have an exclusive TsuiTsui page)
 - Toku suru menu (D2C), Toku suru johokyoku (SOFTBANK MOBILE), Keitai Biglobe, keitai livedoor, excite, GAL's POP, QueenBEE, Venus Kenkyujo, Pado Mo, Mama Stadium.
- B. Cooperating media (Will provide advertising space for driving user traffic to TsuiTsui)
 - Mobage-town, GREE, Mobile Yahoo! JAPAN, Mobile goo, Norikae Annai, TheNews, Deco Tomo, Gorgonzola, Moppi, Forest Page, Dream Prize, GIGA APPLI.

Note 2: iZOO KEEPER

iZOOKEEPER is an official mobile site specializing in casual mobile games, and has the largest number of paying subscribers of any puzzle game site in Japan. In addition to its extremely popular flagship game ZOO KEEPER, the site distributes many other casual games and network player games.

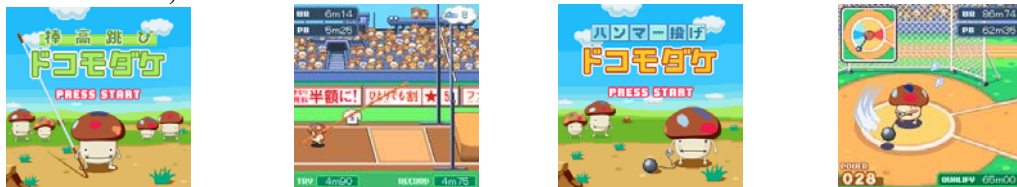
Note 3: Examples of Mobile Games

■ Suntory, “Boss Legend Blend” canned coffee



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■ NTT DoCoMo, “DoCoMo Dake”



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■ JR East, “Mobile Suica”



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