

NEWS RELEASE**FOR IMMEDIATE RELEASE****May 12, 2008**

Dentsu Announces Policy to Increase Dividend for Fiscal Year Ending March 31, 2009 (160th Fiscal Period)

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that a policy to increase the dividend per share for the fiscal year ending March 31, 2009, as compared to the immediately preceding fiscal year, was resolved at the meeting of its Board of Directors held on May 12, 2008:

1. Reason

Dentsu considers return of profits to shareholders to be one of its key policies. Dentsu will continue to strive for integrated return of profits, together with improved capital efficiency, by combining long-term growth in corporate value through expansion of operations, stable dividends and expeditious acquisition of treasury stock, etc., in response to changes in the surrounding business environment.

Based on this fundamental policy and from the viewpoint of strengthening return of profits to shareholders, Dentsu now plans, after taking into account such aspects as its overall business and financial outlook for the middle and long term, to increase its forecast dividend for the fiscal year ending March 31, 2009 by 500 yen per share to 4,000 yen (including an interim dividend of 2,000 yen and a year-end dividend of 2,000 yen), thereby further strengthening its return of profits to shareholders.

The interim dividend for the fiscal year ending March 31, 2009 remains subject to approval at the meeting of Dentsu's Board of Directors scheduled to be held in November, 2008 and the year-end dividend remains subject to approval at Dentsu's General Meeting of Shareholders scheduled to be held in late June, 2009.

2. Dividend Forecast

(Units: yen)

	Interim dividend per share	Year-end dividend per share	Full-year dividend per share
Dividend forecast for the fiscal year ending March 31, 2009	2,000	2,000	4,000
(Reference) Dividend to be paid for the fiscal year ended March 31, 2008 (Note)	1,750	1,750	3,500

Note: The year-end dividend for the fiscal year ended March 31, 2008 remains subject to approval at Dentsu's General Meeting of Shareholders scheduled to be held in late June, 2008.

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

#####