

**NEWS RELEASE****FOR IMMEDIATE RELEASE****May 26, 2008**

## **Dentsu Communications and Connecturf Establish Clickstreamers India, an Internet Advertising Joint Venture**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), consolidated subsidiary Dentsu Communications Pvt. Ltd. (Head Office: Bangalore, India), and specialist Internet advertising company Connecturf India Pvt. Ltd. (CEO: Atul Hegde; Head Office: Mumbai, India) announced that they will establish Clickstreamers India Pvt. Ltd. The new joint venture, based in Mumbai, will integrate the Dentsu Group's operations in the fast-growing Indian Internet advertising market.

### **Purpose of Establishing the New Company**

As of September 2007, there were 46 million Internet users in India, a 42.8% increase compared with the corresponding point of the previous year. Meanwhile, the Indian advertising market totaled approximately 501 billion yen in 2007, and is expected to grow to around 838 billion yen by 2012. Within this total, Internet advertising was worth 6 billion yen in 2007, and is anticipated to grow at a rapid pace to reach 21.6 billion yen by 2012. (These figures are based on research conducted by the Indian Marketing Research Bureau (IMRB) and Heernet Ventures Ltd.)

To bolster the competitiveness of its operations in India, the Dentsu Group aims to enhance its solutions capabilities in the Internet sphere and increase its bargaining strength vis-à-vis media companies. By doing so, the Dentsu Group will strive to meet growing needs in the area of planning and execution of integrated communications services. As part of its efforts to achieve these goals, the Dentsu Group decided to establish a new, specialist Internet advertising company in India. The new company plans to open offices in Delhi and Bangalore in the near future.

By combining the respective resources of the Dentsu Group and Connecturf, including services and expertise, the new company will aim to increase operational efficiency and enhance the level of service provided to clients.

### **Principal Business Operations of the New Company**

- (1) As the Group's main Internet advertising services company in India, provide interactive services to Dentsu Group clients at the request of Group companies.
- (2) Development of new clients through its own sales activities and the provision of interactive services to these clients
- (3) Specific business operations:
  - Campaign planning utilizing Internet-based media
  - Internet media planning and Internet media buying
  - Production and distribution of Internet advertising
  - Web site production and communications consulting
  - Media buying analysis and reporting
  - Mobile marketing

### **Outline of the New Company**

Company Name:	Clickstreamers India Pvt. Ltd. (tentative)
Capital:	10 million rupees (approximately 28 million yen, at 1 rupee = 2.8 yen)
Head Office:	Mumbai, India
Shareholding Ratio:	Dentsu Communications Pvt. Ltd. 51%, Connecturf India Pvt. Ltd. 49%
Establishment Date:	May 2008
Start of Operations:	May 2008
Representative Director:	Takashi Koyanagi (based at Dentsu Marcom Pvt. Ltd.)
Number of Employees:	10

### **Outline of Connecturf**

Company Name:	Connecturf India Pvt. Ltd.
Capital:	836,000 rupees (approximately 2.34 million yen, at 1 rupee = 2.8 yen)
Head Office:	Mumbai, India
Establishment Date:	May 2000
Annual Billings:	95.2 million rupees (2006 consolidated revenues)
CEO:	Atul Hegde
Number of Employees:	55

## **Impact on Dentsu's Financial Results**

The impact of this transaction on Dentsu's consolidated and non-consolidated financial results is expected to be minimal.

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