

**NEWS RELEASE****FOR IMMEDIATE RELEASE****July 17, 2008**

## **Dentsu and Yahoo! JAPAN to Jointly Develop the Cross-Media Advertising Service “Spot & Search”**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and Yahoo Japan Corporation (President & CEO: Masahiro Inoue; Head Office: Tokyo; hereafter Yahoo! JAPAN) announced today that they have developed on an experimental basis “Spot & Search,” a cross-media advertising service that combines TV commercials with banner advertisements (including video) linked to search results. With this advertising service, a search term is shown in a Yahoo! JAPAN search window during a television commercial, and viewers who search for that term on Yahoo! Japan are able to view video and other content displayed at the top of search results page. This service is the first attempt in Japan to link television advertisements with specific search services. The first advertisements for this service will be for an IT company. The television commercial is planned for broadcast in the Kanto region from July 19, with a related banner ad posted from July 18.

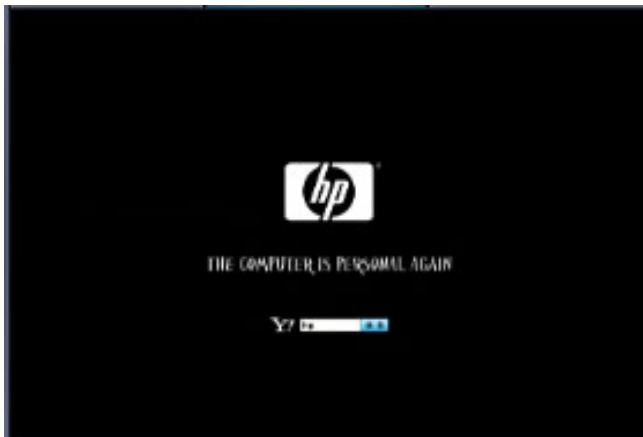
There has been an increase recently in television commercials showing an Internet search window to entice viewers to a company’s online campaign site. With the “Spot & Search” advertising service, however, when viewers interested in the TV commercial content conduct an Internet search on Yahoo! JAPAN, they are directly shown content related to the commercial, including product information, video or other campaign content, or catalogue images. With one click it is possible to directly provide the viewer with an emotional brand experience of the product or corporate message.

Client companies using this advertising service can not only provide a brand experience for the viewers attracted to the Internet site by the commercial, but by improving their visibility through video and other content can also increase their click rate, expanding the direct line to their corporate site.

Dentsu and Yahoo! JAPAN will continue to experiment with the “Spot & Search” service in order to implement it as an effective, full-scale cross-media advertising service.

Specifics of the service are as follows.

## Keyword Internet Search Using “Spot & Search”



A search term “hp” is shown in a Yahoo! JAPAN search window during the “hp” TV commercial



Viewers search for “hp” on Yahoo! JAPAN



Video or catalogue images are shown on the search results page

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