

NEWS RELEASE**FOR IMMEDIATE RELEASE****July 28, 2008****Dentsu to Establish New Planning Boutique**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will establish “Nakahata Inc.,” a new planning boutique, to strengthen competitiveness in the design and production of advertising campaigns.

The profile of Nakahata Inc. is as follows.

Nakahata Inc.

Company Name:	Nakahata Inc.
Capital:	15 million yen
Location:	Infini Akasaka 1F Room 005, 8-7-15 , Akasaka, Minato-ku, Tokyo
Shareholders:	Dentsu Inc. (90%), Takashi Nakahata (10%)
Date of Establishment:	August 1, 2008
Launch of Business Operations:	August 25, 2008 (tentative)
President:	Hiroyuki Tsukimura (dispatched from Dentsu)
Number of Employees:	6 (tentative)
Principal Businesses:	Advertising campaign planning and supervisory operations for branding and other activities

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