

NEWS RELEASE**FOR IMMEDIATE RELEASE****July 30, 2008****Dentsu to Acquire 3,000 Tons of CO₂ Emission Credits
in First Move by Internal Committee for the
Deliberation of Environment-Related Strategies
-To be used in Promotion of Carbon-Offset Products -**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that as part of the Dentsu Group's company-wide efforts to strengthen approaches to environmental issues and as the first concrete step taken by the committee for the deliberation of environment-related strategies, established July 1 and chaired by President Takashima, it will open a CO₂ emission credits holding account in the National Registry System (see Note 1) in mid-July and purchase 3,000 tons of CO₂ emission credits.

Against the backdrop of heightened environmental awareness, the promotion of carbon-offset products and related services has grown as the number of requests from Dentsu client companies considering carbon-offset promotion for sporting events, conventions and other public events has increased. However, as the amount of CO₂ offset required for individual product promotion and events is relatively small, typically requiring a dozen to several dozen tons per client, CO₂ emission credit purchases at such quantities are difficult. By making use of the CO₂ emission credits purchased by Dentsu, our client companies will be able to implement carbon offset in promotions and events without being required to individually purchase or acquire their own CO₂ emission credits.

The CO₂ emission credits that Dentsu will acquire will be registered in the National Registry System and, according to client company requests, will be transferred free of charge to the Japanese Government by Dentsu, contributing to the reduction targets set forth in the Kyoto Protocol.

Moving forward, the committee for the deliberation of environment-related strategies will

continue to actively promote the environmental activities of the Dentsu Group and develop environmental initiatives within the communications industry.

CO₂ Emission Credits to be purchased by Dentsu

Quantity: 3,000 tons

Details: 1,000 tons in emission credits from Indian wind power projects (Clean Development Mechanism, “CDM”)

1,000 tons in emission credits from Brazilian water power projects (CDM)

1,000 tons in emission credits from South Korean wind power projects (CDM)

Note 1: The National Registry System

The National Registry System refers to the IT system which keeps electronic records of credits (Assigned Amount Units, Removal Units, Emission Reduction Units resulting from joint projects, and Certified Emission Reduction resulting from clean development mechanisms) that using the Kyoto Mechanisms, are transferred as part of the emissions framework. The government and companies open accounts within this system for the holding and transfer of credits to other accounts. Within Japan, the system is governed by the Law Concerning the Promotion of the Measures to Cope with Global Warming (Global Warming Law) and is overseen by the Minister of the Environment and Minister of Economy, Trade and Industry.

Contact: Yukihiro Oguchi

Senior Manager

Corporate Communications Division

Telephone: (813) 6216-8042

E-mail: yukihiro.oguchi@dentsu.co.jp