

NEWS RELEASE**FOR IMMEDIATE RELEASE****August 7, 2008****Dentsu Inc. Non-Consolidated Net Sales
for July 2008**

| | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|---------------------------------------|
| Non-Consolidated Net Sales | 117,257 | 91.3 |
| <Breakdown of Net Sales by Business Category> | | |
| Newspapers | 13,641 | 87.2 |
| Magazines | 4,567 | 91.5 |
| Radio | 1,936 | 93.3 |
| Television | 58,670 | 93.6 |
| Interactive Media | 1,893 | 93.1 |
| OOH Media | 3,650 | 100.9 |
| Creative | 12,789 | 83.4 |
| Marketing/Promotion | 13,054 | 95.6 |
| Others | 7,056 | 83.7 |
| <Breakdown of Net Sales by Business Office> | | |
| Tokyo Head Office | 94,533 | 88.9 |
| Kansai Branch Office | 18,530 | 101.1 |
| Chubu Branch Office | 4,193 | 110.8 |

- * The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.
- * Television includes both program sponsorship and spot advertising.
- * Interactive Media consists of Internet and mobile media advertising.
- * OOH (Out Of Home) Media consists of transit advertising, outdoor advertising, etc.
- * Others includes Satellite and Other Media, Media Planning, Sports Marketing, Entertainment Business and Other Content.

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