

NEWS RELEASE**FOR IMMEDIATE RELEASE****August 12, 2008****Announcement of Amendment to
Forecast of Financial Results**

In light of Dentsu's recent performance the forecast for financial results, which was announced on May 12, 2008, is hereby amended as follows:

1. Amendment to Forecast of Consolidated Financial Results for the First Half ended September 30, 2008 (April 1, 2008 through September 30, 2008)

	Net sales (millions of yen)	Operating income (millions of yen)	Ordinary income (millions of yen)	Net income (millions of yen)	Net income per share (yen)
Previously announced forecast (A)	1,002,400	23,800	29,000	13,700	4,989.40
Amended forecast (B)	980,400	21,700	27,000	12,700	4,756.56
Amount of increase / decrease (B-A)	(22,000)	(2,100)	(2,000)	(1,000)	—
Rate of increase / decrease (%)	(2.2)	(8.8)	(6.9)	(7.3)	—
(Reference) Actual results for first half of prior year (first half ended September 30, 2007)	997,360	23,437	30,176	14,444	5,261.94

2. Amendment to Forecast of Consolidated Annual Financial Results for the Fiscal Year Ending March 2009 (April 1, 2008 through March 31, 2009)

	Net sales (millions of yen)	Operating income (millions of yen)	Ordinary income (millions of yen)	Net income (millions of yen)	Net income per share (yen)
Previously announced forecast (A)	2,083,000	58,400	68,700	35,500	12,928.74
Amended forecast (B)	2,061,000	56,300	66,700	34,500	13,372.57
Amount of increase / decrease (B-A)	(22,000)	(2,100)	(2,000)	(1,000)	—
Rate of increase / decrease (%)	(1.1)	(3.6)	(2.9)	(2.8)	—
(Reference) Actual results for prior year (fiscal year ended March 31, 2008)	2,057,554	56,126	67,993	36,246	13,202.77

3. Amendment to Forecast of Non-Consolidated Financial Results for the First Half ended September 30, 2008 (April 1, 2008 through September 30, 2008)

	Net sales (millions of yen)	Operating income (millions of yen)	Ordinary income (millions of yen)	Net income (millions of yen)	Net income per share (yen)
Previously announced forecast (A)	774,624	15,592	24,881	13,760	5,011.46
Amended forecast (B)	753,809	13,963	22,976	11,623	4,353.19
Amount of increase / decrease (B-A)	(20,815)	(1,629)	(1,905)	(2,137)	—
Rate of increase / decrease (%)	(2.7)	(10.4)	(7.7)	(15.5)	—
(Reference) Actual results for first half of prior year (first half ended September 30, 2007)	776,641	17,060	27,332	14,086	5,131.46

4. Amendment to Forecast of Non-Consolidated Annual Financial Results for the Fiscal Year Ending March 2009 (April 1, 2008 through March 31, 2009)

	Net sales (millions of yen)	Operating income (millions of yen)	Ordinary income (millions of yen)	Net income (millions of yen)	Net income per share (yen)
Previously announced forecast (A)	1,600,300	34,814	46,411	25,234	9,190.23
Amended forecast (B)	1,579,485	33,185	44,506	23,097	8,952.64
Amount of increase / decrease (B-A)	(20,815)	(1,629)	(1,905)	(2,137)	—
Rate of increase / decrease (%)	(1.3)	(4.7)	(4.1)	(8.5)	—
(Reference) Actual results for prior year (fiscal year ended March 31, 2008)	1,585,982	36,281	47,341	24,533	8,936.06

5. Reasons for Amendment

For the first quarter ended June 30, 2008, (from April 1, 2008 to June 30, 2008), sluggish economic conditions continued and private consumption slowed due to price increases for gasoline, groceries and daily necessities. Furthermore, corporate income decreased due to the effect of an increase in the cost of raw materials and a slowing in the U.S. economy, which is causing uncertainty about the future. In the advertising industry as well, clients are remaining cautious with their advertising budgets, and therefore difficulties in the business environment will continue.

As for the future, the Beijing 2008 Olympic Games will be held during the second quarter ending September 30, 2008, but economic conditions are predicted to remain harsh, and the forecast for consolidated and non-consolidated financial results for the first half ending September 30, 2008 and the fiscal year ending March 2009 is accordingly amended as above.

The quarterly average of the number of shares used in the calculation of net income per share forecasted in this announcement takes into account the ongoing repurchase by Dentsu of its own shares.

Note: Cautionary statement with respect to forward-looking statements

This forecast of financial results has been made by Dentsu based on information currently available to it, and contains potential risks and uncertainties. Therefore, actual financial results may differ from the forecast due to changes in various factors.

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