

NEWS RELEASE**FOR IMMEDIATE RELEASE****August 28, 2008**

Dentsu Announces Return of Remuneration for Members of the Board

As announced on August 12, 2008, for the first half year ending September 30, 2008, Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), forecasts on a year-on-year basis non-consolidated billings (net sales) of 97.1%; operating income of 81.8%; consolidated billings (net sales) of 98.3% and operating income of 92.6%, and an outlook for harsh financial conditions. Under these circumstances, as part of their management responsibility, the Members of the Board (excluding Executive Directors) have determined for the time being to return a portion of their monthly stipends (5-10%, depending on position) commencing in October.

With respect to the reflection of financial results in the remuneration of the Members of the Board, which consists of bonuses and a monthly stipend, their bonuses are determined by taking into account the year-on-year changes in results for operating income and gross profit for the previous fiscal year. The results for the fiscal year ending March 31, 2009 will be reflected in the bonuses to be distributed in June, 2009. The return of a portion of the monthly stipends will commence prior to the reflection of such results in the bonuses, and indicates the Members of the Board's recognition of the severe reality of the Company's financial results.

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