

NEWS RELEASE**FOR IMMEDIATE RELEASE****September 1, 2008**

Dentsu to Establish Dentsu Creative Force

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the establishment of a new company, Dentsu Creative Force, to strengthen expertise and increase efficiency in Dentsu Group-wide creative production (production, promotion and management).

The new company will consolidate the production processes spread throughout Dentsu and the Dentsu Group, secure promising creative talent, and facilitate smoother creative production.

In this way, Dentsu Creative Force aims to respond to the long-term, global diversification of creative production and administration resulting from the expansion of Dentsu's creative business and to further improve the overall creative production quality of the Dentsu Group.

Outline of the New Company

Company Name:	Dentsu Creative Force Inc.
Capital:	200 million yen
Location:	Lune Partire Shiodome 4F 2-18-3, Higashi-Shimbashi, Minato-ku, Tokyo
Shareholder:	Dentsu 100%
Establishment Date:	September 1, 2008 (operations begin on October 1)
Chairman of the Board:	Shigeo Hirose (currently a Director in the Business Strategy & Management Division at Dentsu)
Number of Employees:	Approximately 70
Business:	Dentsu Group creative production

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