

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

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	130,790	83.0
<Breakdown of Net Sales by Business Category>		
Newspapers	12,560	85.9
Magazines	6,338	85.2
Radio	1,887	92.8
Television	53,364	85.7
Interactive Media	2,526	107.3
OOH Media	4,032	101.9
Creative	20,296	107.4
Marketing/Promotion	16,731	91.8
Others	13,052	46.9
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	104,920	80.3
Kansai Branch Office	22,204	95.5
Chubu Branch Office	3,666	98.4

- * 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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