

NEWS RELEASE**FOR IMMEDIATE RELEASE****October 10, 2008**

Dentsu to Establish Digital Business Strategy Committee and Digital Business Development Office

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will establish two new internal organizational entities, the Digital Business Strategy Committee and the Digital Business Development Office, on November 1, 2008. Dentsu is implementing these entities into its organizational structure with the objective of strengthening and expanding its business infrastructure in the digital sphere and further accelerating growth in this strategically important area. Dentsu President & COO, Tatsuyoshi Takashima, will chair the Digital Business Strategy Committee, while the Digital Business Development Office will be responsible for overseeing the implementation of related policy and strategy.

The digital environment for consumers continues to undergo radical and rapid changes and the environment for the advertising business is likewise evolving at an unprecedented pace. Dentsu's business strategy in the digital sphere has until now focused on anticipating and responding to changes in the management and operating environment to aggressively grow and leverage its digital business capabilities. This is borne out by the positioning of digital as Dentsu's top-priority growth area in its Medium-Term Management Plan, announced in May 2008.

To enhance the speed of digital business strategy formulation and execution, Dentsu will establish the Digital Business Strategy Committee and the Digital Business Development Office for the purpose of (1) developing strategy proposals relating to the digital sphere for the Dentsu Group, both in Japan and abroad; (2) promoting the development of new businesses and services; and (3) promoting investment in related businesses. The new office will be part of the Business Strategy & Management Division and will be headed by Hideki Katayama, who is currently Executive Project Manager in the Business Strategy & Management Division.

Through the establishment of the two entities, Dentsu aims to further bolster earnings in the digital sphere by creating a business infrastructure capable of raising the value added provided by its client services both in Japan and globally. This move is also designed to facilitate a faster, more aggressive approach to the development of new services and businesses in the digital sphere.

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