

NEWS RELEASE**FOR IMMEDIATE RELEASE****October 24, 2008****criteria communications
to Issue Third-Party Allocation**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), NTT ADVERTISING, INC. (hereafter NTT AD; President & CEO: Tetsuo Nakayama; Head Office: Tokyo) and Information Services International-Dentsu, Ltd. (hereafter ISID; President, CEO and COO: Koichi Mizuno; Head Office: Tokyo), together with cyber communications inc. (hereafter cci; President and CEO: Hideyuki Nagasawa; Head Office: Tokyo), announced today that it has decided to accept the third-party allocation by criteria communications inc. (hereafter criteria; President and CEO: Satoshi Sakurai; Head Office: Tokyo), a 75%-owned cci subsidiary.

1. Reason for Increasing Investment in criteria

Within the cci Group, criteria's business focuses on the advertisement distribution network "ADJUST," and plans call for its competitiveness to be enhanced through the development of core ad marketplace technology and related services. Through the third-party allocation to cci, Dentsu, NTT AD and ISID, the necessary development capital for business enhancement will be secured, together with the establishment of the additional goals of strengthening systems development and advertising sales systems.

2. Allocation Method

Number of New Shares Issued: 458,333 common shares

Total Number of Shares Issued

after Allocation: 585,883 common shares

Issue Price: 6,000 yen per share

Total Issue Amount: 2,749,998,000 yen

(Total Issue Amount not included in the Capital: 1,374,999,000 yen)

Acquisition Period: October 27 to 31, 2008

Allocation Targets: cci: 195,833 shares
Dentsu: 195,833 shares
NTT AD: 41,667 shares
ISID: 25,000 shares

3. Outline of criteria

Company Name: criteria communications inc.
Businesses: Advertisement distribution networks, etc.
Date of Establishment: March 12, 2004
Location: 2-4-6, Higashi-shimbashi, Minato-ku, Tokyo
Representative: President and CEO Masaru Sakurai
Capital: Pre-allocation: 277,511,000 yen
Post-allocation: 1,652,510,000 yen
Reserve Capital: Pre-allocation: 57,734,000 yen
Post-allocation: 1,432,733,000 yen
Shareholding Ratio: Pre-allocation: cci 75.0%, NTT DATA 15.0%,
NTT AD 10.0%
Post-allocation: cci 49.8%, Dentsu 33.4%,
NTT AD 9.3%, ISID 4.3%, NTT DATA 3.3%

Furthermore, while cci's holding in criteria will fall below 50% due to this change, in accordance with the stipulations of Article 8 of the Regulations for Financial Statements, criteria will retain its status as a consolidated subsidiary of cci.

4. Impact on Financial Results

The impact of this change on the consolidated financial results of the current fiscal year of Dentsu, ISID and cci is expected to be minimal. Details are included in the "Extraordinary Loss and Financial Results, and Amendment to Dividend Forecasts" announced by cci today.

Contact: Yukihiro Oguchi
Senior Manager
Corporate Communications Division
Telephone (813) 6216-8042
E-mail: yukihiro.oguchi@dentsu.co.jp

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