

**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

**November 10, 2008**

**Dentsu Inc. Non-Consolidated Net Sales  
for October 2008**

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	123,613	100.4
<Breakdown of Net Sales by Business Category>		
Newspapers	12,474	84.4
Magazines	6,221	93.3
Radio	1,764	95.2
Television	57,121	99.1
Interactive Media	1,769	109.3
OOH Media	3,329	75.7
Creative	15,128	99.0
Marketing/Promotion	17,549	129.5
Others	8,253	112.4
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	99,085	101.3
Kansai Branch Office	20,812	96.9
Chubu Branch Office	3,715	96.0

- \* 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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