

**NEWS RELEASE****FOR IMMEDIATE RELEASE****November 28, 2008**

## **Dentsu Announces Notice Concerning Implementation of Share Split and Adoption of Unit Share System**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that following the recent promulgation that the effective date of the so-called Shares Settlement Streamlining Law regarding the share dematerialization is to be January 5, 2009, the Company has resolved the implementation of the share split and adoption of the unit share system. The implementation policy was resolved at its Meeting of the Board of Directors held on September 25, 2008, with an aim to eliminate fractional shares upon the share dematerialization. Such resolution has already been publicly notified.

By submitting its proposal in writing and obtaining consent thereof in writing from all of the Directors by November 28, 2008, without holding an actual Meeting of the Board of Directors, pursuant to Article 370 of the Companies Act, the Company resolved the implementation of the share split and adoption of the unit share system. No objection has been raised by the Corporate Auditors with respect to the proposal.

After the share dematerialization is implemented, as a result of the share split and adoption of the unit share system, fractional shares will become shares constituting less than one unit.

### 1. Purpose

In relation to the transition to the book-entry transfer system for shares (the share dematerialization), to be implemented on January 5, 2009 pursuant to the “Law for Partial Amendment of the Law Concerning Book-Entry Transfer of Corporate Bonds, etc. to Streamline Settlement for Transactions of Shares, etc.” (Law No. 88 of 2004) (hereinafter referred to as the “Share Settlement Streamlining Law”), in order to eliminate fractional shares, which are out of scope under the above-mentioned system, the Company determined through a resolution pursuant to Article 370 of the Companies Act (a written resolution in place of a resolution as a Meeting of the Board of Directors) on November 28, 2008 to implement a share split and adopt the unit share system as follows.

No substantive changes in the investment units will be caused due to the share split and the adoption of the unit share system.

## 2. Share Split

### (1) Method of split

As of the record date, which is two (2) days prior to the date on which the Share Settlement Streamlining Law becomes effective, the shares held by the shareholders, who are recorded or registered either on the final shareholder registry or on the beneficial shareholder registry (including the shareholders of fractional shares recorded or registered in the final registry of fractional shares) on the said record date, will be split at a ratio of 100 shares to each share.

### (2) Increase in the number of shares due to the split

Total number of shares issued by the Company prior to the split:	2,781,840 shares
Total number of shares increased due to the split:	275,402,160 shares
Total number of shares issued by the Company after the split:	278,184,000 shares
Total number of shares authorized to be issued after the split:	1,100,000,000 shares

### (3) Schedule for the share split

Record date: Saturday, January 3, 2009

Effective date: Sunday, January 4, 2009

Note: In relation to the share split and the adoption of the unit share system as described in Item 3. below, trading of the Company's shares on the Tokyo Stock Exchange will be suspended from December 25, 2008 to December 30, 2008.

## 3. Adoption of the Unit Share System

### (1) The number of shares constituting one unit of shares under the new system

On the condition that the share split will take effect as described in "2. Share Split" above, the unit share system will be adopted on the day immediately preceding the effective date of the Share Settlement Streamlining Law and the number of shares constituting one unit of shares will be fixed at one

hundred (100) shares.

(2) Schedule for adoption

Effective date: Sunday, January 4, 2009

Notes:

- (1) Upon the share dematerialization, existing fractional shares will become shares constituting less than one unit as a result of the share split and adoption of the unit share system, as described in Items 2. and 3. above.
- (2) If a shareholder of fractional shares is considering making to the Company either a request for repurchase of such fractional shares or a demand for sale of fractional shares for the purpose of making such shareholder's holdings, when added to the existing fractional shares held by such shareholder, constitute one full unit of shares, such shareholder is advised to confirm the schedule of the procedures to be taken therefor. The deadline for receipt of a request for repurchase of fractional shares is December 24, 2008 and the deadline for receipt of a demand for sale of fractional shares is December 11, 2008.
- (3) After the share dematerialization, a request for repurchase of shares constituting less than one unit is scheduled to be received on and after January 26, 2009. After the share dematerialization, a proposal to amend the articles of incorporation adopting the rights of shareholders to purchase shares constituting less than one unit from the Company will be submitted to the 160th ordinary general meeting of shareholders, which is scheduled to be held in June 2009, and the shareholders who hold shares constituting less than one unit may not, for a certain period of time after the share dematerialization and until the above mentioned proposal is approved, request the Company to sell to such shareholders shares for the purpose of making such shareholders' holdings, when added to the shares held by such shareholders, constitute one full unit of shares.
- (4) If a shareholder holds share certificates for which a name transfer is not completed, such shareholder is advised promptly to complete the procedures for name transfer. In addition, shareholders are advised promptly to complete the necessary procedures for the matters to be notified, such as change of address, etc., if any. Due to the holidays of the transfer agent for the period from December 31, 2008 to January 4, 2009, shareholders are requested to complete the aforementioned procedures by December 30, 2008.
- (5) Adjustment of Exercise Price of Stock Option Issued by the Company

As a result of the share split implemented this time, the exercise price of the stock option granted pursuant to the resolution of the general meeting of shareholders held on June 27, 2003 is to be adjusted as follows on and after January 4, 2009.

	Exercise price after adjustment	Exercise price before adjustment
Stock option (stock acquisition right) pursuant to the resolution of the general meeting of shareholders held on June 27, 2003	2,285 yen	228,500 yen

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