

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

Dentsu Announces Notice Concerning Revision of Forecast on Dividends in Relation to Share Split for Fiscal Year Ending March 2009

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has resolved to make the following revision of its forecast on dividends for the fiscal year ending March 2009 as follows as a result of the share split, 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. Further, no objection has been raised by the Corporate Auditors with respect to the proposal.

(1) Reason for Revision of Forecast on Dividends

The Company resolved that it will implement a share split, the effective date of which is to be January 4, 2009 and whereby one (1) share shall be split into 100 shares in order to eliminate fractional shares upon the transition to the book-entry transfer system for shares (share dematerialization) pursuant to the “Law for Partial Amendment of the Law Concerning Book-Entry Transfer of Corporate Bonds, etc. to Streamline Settlement Transactions of Shares, etc.” (Law No. 88 of 2004), which is to be in effect from January 5, 2009.* Accordingly, the forecast on dividends for the fiscal year ending March 2009, which was initially 2,000 yen per share is revised to 20 yen per share.

No substantive changes in the amount of dividends per investment unit will be caused since the Company has resolved that the unit share system whereby one (1) unit of shares shall be fixed at one hundred (100) shares will be adopted upon the implementation of the share split.

* With respect to the details of the share split and the adoption of the unit share system, please refer to the “Notice Concerning Implementation of Share Split and Adoption of Unit Share System” dated November 28, 2008.

(2) Description of Revision

	Dividends per share (yen)		
Record date	Interim dividends	Year-end dividends	Annual dividends
Previous forecast (Announced on November 12, 2008)		2,000	4,000
Revised forecast		20 (Amount not taking into account of the share split: 2,000)	2,020 (Amount not taking into account of the share split: 4,000)
Actual result for the current fiscal year	2,000		
Actual result for the previous fiscal year (Ended March 2008)	1,750	1,750	3,500

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