

NEWS RELEASE**FOR IMMEDIATE RELEASE****December 25, 2008****Dentsu to Establish New Planning Boutique**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will establish “Watson-Crick Inc.,” a new planning boutique, to strengthen competitiveness in the design and production of advertising campaigns. The new company will be headed by two hit-producing Kansai-based creatives, Nobuhiro Nakaji and Takaaki Yamazaki.

Profile of Watson-Crick Inc.

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| Company Name: | Watson-Crick Inc. |
| Capital: | 20 million yen |
| Location: | 4-14-12 Nishi Azabu, Minato-ku, Tokyo |
| Shareholders: | Dentsu Inc. (100%) |
| Date of Establishment: | January 5, 2009 |
| Launch of Business Operations: | January 26, 2009 (tentative) |
| President: | Masaki Akama (dispatched from Dentsu) |
| Number of Employees: | 4 |
| Principal Businesses: | Advertising campaign planning and supervisory operations for branding and other activities |

Profile of Nobuhiro Nakaji

- 1956 Born in Hyogo, Japan
- 1980 Joined Dentsu Inc. Kansai and has worked as a copywriter, CM planner and creative director
- 2006 Appointed as an executive creative director

Overseas Awards

Bronze in TVCM category at the One Show 2002
Title: “Fellow Workers”
Product: Warriors of Masai
Advertiser: Otsuka Pharmaceutical Co., Ltd.

Silver in TVCM category at the New York Festivals 2004
Title: "Bridge"
Product: Falken Tyres
Advertiser: Dunlop Falken Tyres Ltd.

Silver in TVCM category at the New York Festivals 2002
Title: "Sportsmen All Together"
Product: Sporting goods
Advertiser: SSK Corporation

Silver in TVCM category at AdFest 2002
Title: "Fellow Workers"
Product: Warriors of Masai
Advertiser: Otsuka Pharmaceutical Co., Ltd.

Bronze in TVCM category at AdFest 2001
Title: "Samurai Movie"
Product: Cockroach S
Advertiser: DAINIHON JOCHUGIKU Co., Ltd.

Mr. Nakaji has also received many domestic awards.

Profile of Takaaki Yamazaki

1962 Born in Kyoto, Japan
1987 Joined Dentsu Inc. Kansai and has worked as a copywriter, CM planner and
creative director
2008 Appointed as a senior creative director

Mr. Yamazaki has received many domestic awards.

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