

NEWS RELEASE**FOR IMMEDIATE RELEASE****January 5, 2009****2009: Moving Forward Under A New
Corporate Slogan: “Good Innovation.”****The Dentsu Group to Pursue****True Self-Improvement and Innovation****—Tatsuyoshi Takashima, President & COO, Delivers His Message*****at the New Year’s Back-to-Work Ceremony —***

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) held its annual New Year’s Back-to-Work Ceremony on January 5. President Takashima delivered his New Year’s message from the Tokyo Head Office Building to the employees in Tokyo and other venues.

Following are highlights of his speech.

“In 2009, we are experiencing changes in society, the economy and technology of which the size and speed are even greater than expected. There is no question that these changes are not temporary but are structural and deeply rooted. In order to counteract them, we must always keep the big picture in focus and have the courage to proactively change our behavior and mindset as the drive to open the path to the future.

“With this in mind, the Dentsu Group is beginning 2009 with a new corporate philosophy. **“Good Innovation.”** This is the slogan that best embodies the Dentsu Group’s new corporate philosophy.

“By “innovation” we are talking about much more than just technological innovation. We mean reforming our working styles and bringing about new value through innovative ideas. By doing so, we will follow our vision of being a business group that can help create a brighter, happier future for society.

“I believe our new corporate philosophy will guide our business in the communications domain and beyond, such as helping our clients deal with corporate management issues or challenges in their business operations.

“To achieve this kind of innovation we must gather the three sources of our strength which are defined in the Dentsu Group’s new corporate philosophy: **ideas** that reach beyond the imaginable, **technology** that crosses the bounds of possibilities, and **entrepreneurship** that surpasses the expected. We must bring about new knowledge from fresh ideas and not be constrained by the past. That is why I am determined to create a more stimulating working environment that can empower you in two ways: capitalizing on your creativity and enhancing your imagination.

“We have entered an age when the relationship between companies and consumers has become increasingly closer, and communication activities more complex. The Dentsu Group must have keener insight into the true nature of branding challenges and changes in consumer behavior. That is why we are now taking our “Total Communications Services” one step further and renaming it “Integrated Communication Design.” Under our new corporate philosophy of **Good Innovation.**, we will look ahead to the future as a continued partner to our clients and media- and contents-related companies by offering them high-quality services that are integrated and concrete.

“I believe that the phrase “Integrated Communication Design” best expresses the current business domain and strength of the Dentsu Group. Now is the time for each and every one of us to be innovative in our individual assignments, so that we can evolve into a Group that as a whole is capable of integrating and designing all conceivable methods of communication.

“Over the course of the year, we built a path of progress in three fields: Digitization, Globalization and Solutions. In 2009, under the Dentsu Group's new corporate philosophy, we must begin to pursue true self-improvement and innovation.

“I believe that innovation will be achieved through the steady, gradual accumulation of ideas and creativity shared at our work places everyday by people throughout the Dentsu Group. It is this kind of innovation that dramatic progress is built upon. It is within the organization that synergies happen and ideas that come from all of us become reality.

“As we begin 2009, I hope to make this a year of hope and vitality in which we strive to create a new Dentsu Group under our new slogan, **Good Innovation.**”

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