

||||| **NEWS RELEASE** |||||||

FOR IMMEDIATE RELEASE**January 8, 2009**

Dentsu Reports Loss Owing to Revaluation of Securities as of the End of the Third Quarter of the Fiscal Year Ending March 31, 2009

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) reported today that it has recognized an impairment loss as of the end of the third quarter of the fiscal year ending March 31, 2009, owing to revaluation of securities. The booking of a revaluation loss was necessitated by the marked fall of market prices of certain securities held by Dentsu and recognition that the recovery of market prices is uncertain.

Depending on market prices as of the last day of the fiscal year ending March 31, 2009, the amount of revaluation loss booked may change, or no revaluation may be necessary.

Aggregate Loss on Revaluation of Securities as of the End of the Third Quarter of the Fiscal Year Ending March 31, 2009

Consolidated	(Millions of yen)
(A) Aggregate loss on revaluation of securities as of the end of the third quarter of the fiscal year ending March 31, 2009	10,117
(B) Net assets at March 31, 2008 (A/B x 100)	590,861 (1.7%)
(C) Ordinary income for the fiscal year ended March 31, 2008 (A/C x 100)	67,993 (14.9%)
(D) Net income for the fiscal year ended March 31, 2008 (A/D x 100)	36,246 (27.9%)

Non-Consolidated	(Millions of yen)
(A) Aggregate loss on revaluation of securities as of the end of the third quarter of the fiscal year ending March 31, 2009	10,721
(B) Net assets at March 31, 2008 (A/B x 100)	491,819 (2.2%)
(C) Ordinary income for the fiscal year ended March 31, 2008 (A/C x 100)	47,341 (22.6%)
(D) Net income for the fiscal year ended March 31, 2008 (A/D x 100)	24,533 (43.7%)

The revaluation loss amounts presented above are cumulative figures up to the end of the third quarter of the fiscal year ending March 31, 2009.

Impact on Earnings

Dentsu's earnings forecasts for the fiscal year ending March 31, 2009, including the revaluation loss amounts presented above, are currently being compiled. Dentsu plans to make an additional announcement as soon as its latest earnings forecasts become available.

(Reference)

Operating Results Forecasts for the Fiscal Year Ending March 31, 2009 (Announced on November 12, 2008), and Operating Results for the Fiscal Year Ended March 31, 2008

Consolidated (Millions of yen)

	Net sales	Operating income	Ordinary income	Net income
Operating results forecasts for the fiscal year ending March 31, 2009	1,946,000	45,300	54,900	25,200
Operating results for the fiscal year ended March 31, 2008	2,057,554	56,126	67,993	36,246

Non-Consolidated (Millions of yen)

	Net sales	Operating income	Ordinary income	Net income
Operating results forecasts for the fiscal year ending March 31, 2009	1,508,500	27,300	38,900	19,800
Operating results for the fiscal year ended March 31, 2008	1,585,982	36,281	47,341	24,533

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