
NEWS RELEASE

FOR IMMEDIATE RELEASE**January 13, 2009**

Dentsu Inc. Non-Consolidated Net Sales for December 2008

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	127,246	87.3
<Breakdown of Net Sales by Business Category>		
Newspapers	12,247	82.2
Magazines	4,433	84.0
Radio	1,835	88.0
Television	59,744	90.2
Interactive Media	2,720	97.7
OOH Media	3,474	84.1
Creative	13,309	86.3
Marketing/Promotion	14,859	82.5
Others	14,620	86.7
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	103,584	86.5
Kansai Branch Office	19,903	91.7
Chubu Branch Office	3,758	87.6

- * The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.
- * Television includes both program sponsorship and spot advertising.
- * Interactive Media consists of Internet and mobile media advertising.
- * OOH (Out Of Home) Media consists of transit advertising, outdoor advertising, etc.
- * Others includes Satellite and Other Media, Media Planning, Sports Marketing, Entertainment Business and Other Content.

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