

NEWS RELEASE**FOR IMMEDIATE RELEASE****February 13, 2009**

Dentsu Announces Management Changes Including Prospective Members of the Board and Executive Officers

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), announced today that based on its new corporate slogan, “Good Innovation.,” to realize real, self-driven change and innovation it will implement broad changes in its management structure on April 1 further improving and strengthening its operations.

As part of the management changes, the candidates for Members of the Board and Senior Corporate Auditor to be nominated at the Company’s General Meeting of Shareholders to be held in June 2009 and the Executive Officer changes effective April 1 are as follows.

1. Overview of Management Changes

Changes to Management Structure

- To further clarify the roles and responsibilities of the Executive Directors and Executive Officers, Dentsu will introduce a “Director, Member of the Board & Executive Officer” system. Within this system, all executives with operational responsibilities will be considered Executive Officers and classified as follows in descending level of authority: President & CEO, Senior Executive Vice President, Executive Vice President, and Senior Vice President. Directors, Members of the Board will carry out the roles established by Japanese business law and be classified as either Representative Director or Director, Member of the Board each with equal authority. Furthermore, certain Executive Officers will simultaneously serve as Directors, Members of the Board.
- The term for Executive Officers will be from April through the following March corresponding with the fiscal year (the current term is from June through June of the following year), and their operational responsibilities will be made clearer. The term for Directors will remain at the current June through June of the following year.
- The above changes to the management structure will be effective from April 2009. The current Executive Officers will resign their titles on March 31, 2009, with operations under the new Executive Officers beginning in April.

Changes to the Meeting of the Board of Directors

- Meetings of the Board of Directors will operate essentially unchanged.
- Dentsu previously held its meetings with all of the full-time Directors; however, these meetings will be replaced by “Management Meetings,” attended by Executive Officers. The Management Meetings, chaired by the President & CEO, will carry out decision making and discuss management issues.

2. Incoming and Outgoing Directors, Members of the Board and Their Current Titles

(1) Incoming Directors, Members of the Board

As the terms of all sixteen (16) Dentsu Directors will expire at the conclusion of the June 2009 General Meeting of Shareholders, the following individuals will be nominated as candidates for Director at the same meeting.

12 Candidates for Directors, Members of the Board (1 Representative Director, 11 Directors, Members of the Board)

<u>Title</u>	<u>Name</u>	<u>Current Title</u>
Representative Director	Tatsuyoshi Takashima	President & COO
Director	Ryuichi Mori	Senior Managing Director
Director	Kunihiko Tainaka	Senior Managing Director
Director	Tadashi Ishii	Managing Director
Director	Yasushi Matsushita	Managing Director
Director	Masuo Tachibana	Managing Director
Director	Takehiko Joju	Managing Director
Director	Kotaro Sugiyama	Managing Director
Director	Shoichi Nakamoto	Executive Officer
(Newly appointed) Director	Michio Niiyama	Senior Corporate Auditor
(Newly appointed) Director	Satoshi Ishikawa	President of Kyodo News
Director (Newly appointed)	Masahiro Nakata	President of Jiji Press Ltd.

- The election of the above candidates will be held at the June 2009 General Meeting of Shareholders. Furthermore, the selection of the Representative Directors and Chairman will be officially decided at the meeting of the Board of Directors following the conclusion of the General Meeting of Shareholders.

(2) Outgoing Directors

<u>Current Title</u>	<u>Name</u>	<u>Title</u>
Chairman & CEO	Tateo Mataka	Senior Corporate Advisor
Executive Vice President	Hiromori Hayashi	Executive Advisor
Senior Managing Director	Kimiharu Matsuda	Senior Corporate Auditor

Senior Managing Director	Haruyuki Takahashi	Executive Advisor
Senior Managing Director	Itsuma Wakasugi	
Managing Director	Setsuo Kamai	
Executive Director	Seizo Wakabayashi	

- Hiromori Hayashi, Kimiharu Matsuda, Haruyuki Takahashi, Itsuma Wakasugi and Setsuo Kamai will remain as internal Directors without executive status from April 1, 2009, until the end of their terms in June 2009.
- After retiring, Tateo Mataka will serve as Senior Corporate Advisor, and Hiromori Hayashi and Haruyuki Takahashi will serve as Executive Advisors. The Senior Corporate Advisor and the Executive Advisors will be officially appointed at the meeting of the Board of Directors following the conclusion of the General Meeting of Shareholders.
- Kimiharu Matsuda will be elected as Senior Corporate Auditor.
- Following their retirement, an announcement will be made regarding the positions of Itsuma Wakasugi and Setsuo Kamai.

3. Senior Corporate Auditor

Senior Corporate Auditor, Michio Niiyama, will resign his title at the June 2009 General Meeting of Shareholders. The following individual will be nominated and elected as Senior Corporate Auditor at the same meeting.

Incoming Senior Corporate Auditor
Senior Managing DirectorKimiharu Matsuda

Outgoing Senior Corporate Auditor
Senior Corporate AuditorMichio Niiyama

- Michio Niiyama will be elected Director, Member of the Board at the June 2009 General Meeting of Shareholders.

4. Incoming and Outgoing Executive Officers and Their Current Titles

(1) Incoming Executive Officers

As a result of the changes to the Dentsu management structure, all of Dentsu's twenty-five (25) current Executive Officers will resign their titles on March 31, 2009, and the following Executive Officers will be newly elected on April 1.

34 Executive Officers (1 President & CEO, 1 Senior Executive Vice President, 4 Executive Vice Presidents, 3 Senior Vice Presidents, 25 Executive Officers)

<u>Title</u>	<u>Name</u>	<u>Current Title</u>
President & CEO	Tatsuyoshi Takashima*	President & COO
Senior Executive Vice President	Ryuichi Mori*	Senior Managing Director
Executive Vice President	Kunihiko Tainaka*	Senior Managing Director
Executive Vice President	Tadashi Ishii*	Managing Director
Executive Vice President	Yasushi Matsushita*	Managing Director
Executive Vice President	Masuo Tachibana*	Managing Director
Senior Vice President	Takehiko Joju*	Managing Director
Senior Vice President	Kotaro Sugiyama*	Managing Director
Senior Vice President	Shoichi Nakamoto*	Executive Officer
Executive Officer	Fumio Higuchi	Senior Executive Officer
Executive Officer	Tomoharu Tsuruda	Senior Executive Officer
Executive Officer	Shoichi Kishida	Senior Executive Officer
Executive Officer	Hiroshi Nishimura	Senior Executive Officer
Executive Officer	Mitsuro Shibata	Executive Officer
Executive Officer	Naotoshi Ogisu	Executive Officer
Executive Officer	Takeshi Mori	Executive Officer
Executive Officer	Akira Kagami	Executive Officer
Executive Officer	Hiroshi Nakahara	Executive Officer
Executive Officer	Akira Sugimoto	Executive Officer
Executive Officer	Soichi Akiyama	Executive Officer
Executive Officer	Tomoki Utsumi	Executive Officer
Executive Officer	Takehiko Miura	Executive Officer
Executive Officer	Hirokazu Kizawa	Executive Officer
Executive Officer	Kazumichi Iwagami	Executive Officer
Executive Officer	Kunihiro Matsushima	Executive Officer
Executive Officer	Tim Andree	Executive Officer
Executive Officer (Promoted)	Kenji Shiratsuchi	Executive Planning Director of Communication Design Center
Executive Officer (Promoted)	Akira Tonouchi	Director of Account Management Division 9
Executive Officer (Promoted)	Kaoru Shimura	Director of Information Systems Division
Executive Officer (Promoted)	Naoki Tani	Director of Account Management Division 1
Executive Officer (Promoted)	Yuzuru Kato	Director of Global Business Management Division

Executive Officer (Promoted)	Ryuhei Akiyama	Director of Interactive Communications Division, Kansai
Executive Officer (Promoted)	Norihisa Awa	Director of Account Management Division 7
Executive Officer (Promoted)	Yoshio Takada	Director of Media Services / TV Division

* Simultaneously serving as Director, Member of the Board. President & CEO Takashima will simultaneously serve as Representative Director.

(2) Outgoing Executive Officers

<u>Current Title</u>	<u>Name</u>	<u>Title</u>
Senior Executive Officer	Tatsuya Tanaka	Executive Advisor
Senior Executive Officer	Kazuyoshi Nobuhara	Executive Advisor
Senior Executive Officer	Shinzo Okamoto	Executive Advisor
Senior Executive Officer	Tetsuo Machida	Executive Advisor
Senior Executive Officer	Haruo Kurami	Executive Advisor
Executive Officer	Shozo Nishikawa	Executive Advisor
Executive Officer	Kazuo Arai	Executive Advisor

- After retiring, Tatsuya Tanaka, Kazuyoshi Nobuhara, Shinzo Okamoto, Tetsuo Machida, Haruo Kurami, Shozo Nishikawa and Kazuo Arai will serve as Executive Advisors from April 1, 2009.

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