

NEWS RELEASE**FOR IMMEDIATE RELEASE****July 10, 2009**

Dentsu to Establish New Company Dentsu Sports America

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has decided to establish a new company, Dentsu Sports America, Inc., to strengthen and expand its sports business in the Americas. The new company will be established and begin operations on July 10, 2009.

In September 2007, Dentsu established its European base, Dentsu Sports Europe, Ltd. in London to support the increasing globalization of the sports business. The successful performance of Dentsu Sports Europe led to the decision to establish Dentsu Sports America as the strategic base for the expansion of Dentsu's sports business in the Americas. Dentsu Sports America will be involved in similar business operations in the Americas as that of Dentsu Sports Europe.

In collaboration with Dentsu America (CEO: Tim Andree; Head Office: New York), the new company will cultivate new sponsors for events such as the IAAF World Championship in Athletics and the FINA World Championships for which Dentsu is the exclusive rights agent as appointed by the above sports governing bodies. The new company will also collaborate in providing strategic support and services to sponsors as well as various sports organizations.

Details of the new company are as follows.

Outline of Dentsu Sports America, Inc.

Company Name:	Dentsu Sports America, Inc.
Capital:	550,000 U.S. dollars (approx. 55 million yen)
Location:	New York, U.S.A.
Shareholding Ratio:	Dentsu Inc. 100%
Establishment Date:	July 10, 2009
CEO:	Kiyoshi Nakamura (concurrently Director, Sports Business Division, Dentsu Inc.)
Employees:	3

Principal Business: 1) Strengthening relationships with professional and amateur sports organizations in the region and developing new business opportunities such as hospitality programs and new content.
2) Expanding services in the field of sports marketing to existing clients and cultivating new non-Japanese clients.

#####

Contact: Yukihiro Oguchi
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: yukihiro.oguchi@dentsu.co.jp