

**NEWS RELEASE****FOR IMMEDIATE RELEASE****July 28, 2009**

## **Change in a Majority Shareholder of Dentsu search and link**

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and cyber communications inc. (President & CEO: Hideyuki Nagasawa; Head Office; Tokyo; hereafter cci) announced today that there will be a change in one of the majority shareholders of Dentsu search & link INC. (CEO: Takeshi Matsuoka; Head Office: Tokyo; hereafter DSL), a Dentsu Group internet advertising agency specializing in the area of search engine marketing (SEM).

The current shareholders of DSL, Dentsu, cci, and 24/7 Real Media, Inc. (CEO: Jonathan K. Hsu; Head Office: New York; hereafter 24/7RM), signed a letter of intent with ASATSU-DK INC. (President & Group CEO: Koichiro Naganuma; Head Office: Tokyo; hereafter ADK) that Dentsu will transfer a portion of its shares of DSL (20% of total outstanding shares) to ADK.

Based on this agreement, each party will finalize the details with a view to executing a definitive agreement on October 1, 2009.

### **1. Outline of Dentsu search and link**

Corporate Name:	Dentsu search and link INC.
Location:	11 Toyokaji Bldg, 1-5-11, Nishi-shimbashi, Minato-ku, Tokyo
CEO:	Takeshi Matsuoka
Capital:	400 million yen
End of Fiscal Year:	March

Principal Business: Internet advertising specializing in the area of search engine marketing (SEM)

## 2. Outline of ASATSU-DK

Corporate Name: ASATSU-DK INC.  
Location: 1-13-1, Tsukiji, Chuo-ku, Tokyo  
President & Group CEO: Koichiro Naganuma  
Capital: 37,581 million yen (as of December 2008)  
End of Fiscal Year: December  
Principal Business: Advertising

## 3. Ownership of Shares and Equity Stake Before and After Share Transfer

<Before Transfer>		<After Transfer>	
cci:	41,616 shares (51%)	cci:	41,616 shares (51%)
24/7RM:	20,400 shares (25%)	24/7RM:	20,400 shares (25%)
Dentsu:	19,584 shares (24%)	ADK:	16,320 shares (20%)
		Dentsu:	3,264 shares ( 4%)

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

#####