

NEWS RELEASE**FOR IMMEDIATE RELEASE****August 10, 2009****Dentsu Inc. Non-Consolidated Net Sales
for July 2009**

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	100,065	85.3
<Breakdown of Net Sales by Business Category>		
Newspapers	9,802	71.9
Magazines	3,248	71.1
Radio	1,632	84.3
Television	53,536	91.3
Interactive Media	2,262	119.5
OOH Media	2,855	78.2
Creative	9,808	76.7
Marketing/Promotion	11,707	89.7
Others	5,212	73.9
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	82,452	87.2
Kansai Branch Office	14,721	79.4
Chubu Branch Office	2,891	68.9

- * 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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