

NEWS RELEASE**FOR IMMEDIATE RELEASE****September 7, 2009****Dentsu Inc. Non-Consolidated Net Sales
for August 2009**

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	97,930	86.5
<Breakdown of Net Sales by Business Category>		
Newspapers	8,024	82.6
Magazines	3,123	67.7
Radio	1,517	79.4
Television	43,095	73.3
Interactive Media	2,576	105.6
OOH Media	2,144	81.7
Creative	12,247	93.4
Marketing/Promotion	13,372	106.9
Others	11,827	157.5
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	81,921	89.3
Kansai Branch Office	13,438	73.5
Chubu Branch Office	2,570	78.9

- * 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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