

**NEWS RELEASE****FOR IMMEDIATE RELEASE****October 1, 2009**

## **Transfer of a Portion of Shares and Change in Company Name of Dentsu search & link INC.**

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 that today, based on the letter of intent regarding the change in one of the majority shareholders of Dentsu search & link INC. (CEO: Takeshi Matsuoka; Head Office: Tokyo; hereafter DSL) announced on July 28, 2009, Dentsu Inc. will transfer a portion of its shares of DSL to ASATSU-DK INC. (President & Group CEO: Koichiro Naganuma; Head Office: Tokyo; hereafter, ADK).

Following the capital participation of ADK, the company name DSL will be changed today to “DA search & link Inc.” (hereafter DASL).

After the transfer of shares, the shareholder ratio is as follows.

### **1. Outline of DASL**

Corporate Name:	DA search & link Inc.
Principal Business:	Internet advertising specializing in the area of search engine marketing (SEM)
Location:	11 Toyokaji Bldg, 1-5-11, Nishi-shimbashi, Minato-ku, Tokyo
CEO:	Takeshi Matsuoka
Capital:	400 million yen (as of March 2009)
End of Fiscal Year:	March

Shareholder Ratio:	cci	51%
	24/7 Real Media, Inc.	25%
	ADK	20%
	Dentsu Inc.	4%

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