
NEWS RELEASE

FOR IMMEDIATE RELEASE**October 7, 2009**

Dentsu Inc. Non-Consolidated Net Sales for September 2009

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	113,947	87.1
<Breakdown of Net Sales by Business Category>		
Newspapers	9,451	75.2
Magazines	4,800	75.7
Radio	1,591	84.3
Television	49,687	93.1
Interactive Media	2,860	113.2
OOH Media	2,983	74.0
Creative	17,322	85.3
Marketing/Promotion	16,344	97.7
Others	8,904	68.2
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	93,372	89.0
Kansai Branch Office	17,757	80.0
Chubu Branch Office	2,816	76.8

- * 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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