

NEWS RELEASE**FOR IMMEDIATE RELEASE****October 21, 2009**

Dentsu to Make Dentsu Latin America a Wholly Owned Subsidiary

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will acquire 49% of the shares of Dentsu Latin America (hereafter, DLA), which it set up with the Brazilian advertising firm DPZ (Duailibi, Petit, Zaragoza Propaganda Ltda., President: Jose Maria Martinez Zaragoza), to make DLA a wholly owned subsidiary of Dentsu. The shares will be acquired from DPZ.

Until now DLA has played a solid role in sales, acquiring Japanese and local clients, and in making DLA a wholly owned subsidiary and in placing it under the management of Dentsu Holdings USA, Inc. (hereafter, DHUSA), which coordinates Dentsu's European, North and South American operations, DHUSA will be able to share information on planning tools with DLA and work to further enhance its sales.

Furthermore, the FIFA World Cup™ will be held in Brazil from June-July 2014 and the Olympic Games in Rio de Janeiro in August 2016, and with more economic growth (see Note) expected for Brazil, Dentsu will work to further expand DLA's business.

Profile of Dentsu Latin America S.A.

Corporate Name: Dentsu Latin America Propaganda S/A
Location: São Paulo, Brazil
CEO: Akira Suzuki (Deputy Director of the Global Account Management Division, Dentsu Inc.)
Established: April 2004
Paid-in Capital: Around 436 million yen
Shareholder Ratio: Dentsu 100%
Number of Employees: 81

Note: The Brazilian Advertising Market

According to a report from ZenithOptimedia, the Brazilian advertising market shrank 2.5% year on year in the current year due to the effects of the global recession, but forecasts anticipate extremely stable growth of 7.6% in 2010 and 7.7% in 2011. According to individual country forecasts from the same report, Brazil is expected to be the world's seventh largest advertising market in 2011, after the United States, Japan, Germany, China, the United Kingdom and France.

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