

NEWS RELEASE**FOR IMMEDIATE RELEASE****November 5, 2009**

Dentsu and INTAGE Announce Tie-Up to Jointly Develop Solutions to Support Business and Marketing Issues

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and INTAGE Inc. (President and Representative Director: Norio Taori; Capital: 1,681.4 million yen; hereafter, INTAGE), Japan's largest marketing research firm, announced today that they had agreed to a tie-up to jointly develop solutions in the area of "marketing intelligence" to support the increased accuracy and speed of client companies' decision making in marketing activities.

The tie-up will jointly develop new solutions to support business and marketing issues with plans to provide them to client companies of both firms from April 2010.

In recent years, the lifestyle of consumers has changed rapidly, and with the management environment surrounding companies also continuing to change, marketing becomes an even more important part of corporate activities. Furthermore, with the continuing diversification of information, the collection and analysis of information that is valuable to companies, the identification of marketing issues, analysis of key factors in problem resolution, and "marketing intelligence," which forms the basis of improved performance in approaches to resolving issues, are all becoming important issues.

Against this backdrop, Dentsu and INTAGE are coming together to combine the strength of the INTAGE Group—market insight into retail sales trends and consumer buying patterns and data analysis ability—with the strength of the Dentsu Group to target insight that identifies factors in finding solutions from the awareness and values that form the basis of consumer behavior, and jointly develop one-stop solutions that do not stop at simply creating solutions to individual issues. Through these one-stop solutions, the tie-up aims to

offer enhanced support of the “improved accuracy of decision making,” “improved speed and operational efficiency,” and “implementation of highly effective solutions” in client companies’ business and marketing activities.

INTAGE Group has traditionally aimed to establish new industry-specific platforms, develop new businesses and pursue the next stage of information service. Dentsu is currently pursuing various policies for creating even richer added value from the standpoint of both companies and the consumer, based on the recently announced new medium-term management plan, “Dentsu Innovation 2013.”

Through the tie-up, both companies will aggressively pursue expanding solutions for their client companies in the field of “marketing intelligence”.

Overview of Jointly Developed Solutions

Providing insight through data integration and analysis

Through the integration and analysis of both companies’ core data, the tie-up will provide integrated insight support for client company business strategies, marketing strategies, and communication strategy planning.

INTAGE: Awareness and attitudes, and retail and purchase data

Dentsu: Awareness and attitudes, and communication data

Providing forecast and evaluation models

Develop “forecast simulation models” and “results measuring simulation models”

An overview of the solutions to be provided will also be introduced at the “INTAGE Forum” to be held on November 20 (Friday) (see Note).

Note: INTAGE Forum

Hosted by INTAGE this year for the ninth time, this year’s theme is “Actionable Insight.”

Under the theme “Creating Insight Founded in Management Decisions,” the event will introduce solutions through lectures and case studies.

Date and time: November 20, 2009 (Friday) 11:00 a.m. to 7:00 p.m. (registration begins at 11:00 a.m.).

- Joint solutions developed through the tie-up will be introduced at “Mini-Session 2: Developing and Marketing Products in a Recession” (1:00 p.m. to 2:40 p.m.)

Venue: The Westin Tokyo (inside Yebisu Garden Place)

- Overview of the venue (Japanese only): <http://www.intage.co.jp/forum/>

Profile of INTAGE Inc.

Company Name: INTAGE Inc.
President and Representative Director: Norio Taori
Capital: 1,681.4 million yen
Date of Establishment: March 2, 1960
Location: 3 Kanda-Neribeicho, Chiyoda-ku, Tokyo 101-8201, Japan
Number of Employees: 880 (as of March 31, 2009)
Principal Business: Information services

Profile of Dentsu Inc.

Company Name: Dentsu Inc.
President & CEO: Tatsuyoshi Takashima
Capital: 58,967.1 million yen
Date of Establishment: December 27, 1906
Location: 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo
Number of Employees: 6,532 (as of March 31, 2009)
Principal Business: Advertising

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