

NEWS RELEASE**FOR IMMEDIATE RELEASE****November 10, 2009**

Announcement of Consolidated Financial Results for the Six Months Ended September 30, 2009

— Consolidated Billings (Net Sales) of 785.8 Billion Yen, Operating Income of 6.8 Billion Yen, Ordinary Income of 10.4 Billion Yen and Net Income of 7.1 Billion Yen —

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) held a Board of Directors' meeting at the Head Office in Shiodome, Tokyo, on November 10, 2009, and confirmed the consolidated financial results for the six months ended September 30, 2009 (from April 1, 2009 to September 30, 2009).

Overview of Financial Results for the Period

Although signs of improvement in exports and production show that the economy is on the course of gradual recovery from the recession triggered by the financial crisis, uncertainty remained in the Japanese economy for the six months ended September 30, 2009, as indicated by the still stagnant employment situation.

Under these circumstances, although the Dentsu Group pursued aggressive business activities deploying every available resource to provide integrated solutions, including a multifaceted marketing approach to events such as the "13th FINA World Championships Rome 2009" and the "12th IAAF World Championships in Athletics, Berlin 2009™," the Group posted consolidated billings (net sales) of 785,858 million yen (-17.2% compared to the same period of the previous fiscal year), gross profit of 134,923 million yen (-13.8%), operating income of 6,834 million yen (-61.6%) and ordinary income of 10,460 million yen (-52.7%) for the six months ended September 30, 2009. Meanwhile, net income for the six months ended September 30, 2009, turned out to be 7,138 million yen (-12.0%), owing to such factors as the tax refund on income taxes for past fiscal years which is attributable to the partial write-off of a valuation loss on the listed shares posted in past fiscal years.

Forecast for Consolidated Financial Results for the Fiscal Year Ending March 31, 2010

According to the Japan Center for Economic Research, Japan's total advertising expenditure for fiscal 2009 is predicted to decrease by 11.5% from the previous fiscal year, while the total advertising expenditure in the four mass media is also expected to decline. The business

climate during the second half of the current fiscal year is expected to continue to be extremely severe.

Given these circumstances, consolidated financial results for the fiscal year ending March 31, 2010, are forecast as follows: consolidated billings (net sales) of 1,610,600 million yen (-14.7% compared to the previous fiscal year); operating income of 19,400 million yen (-55.1%); ordinary income of 27,600 million yen (-48.3%) and net income of 16,400 million yen (net loss of 20,453 million yen was posted for the previous fiscal year.)

Regarding the forecast for consolidated financial results, in relation to Dentsu's share of net income of Publicis Groupe S.A., an affiliated company accounted for by the equity method, Publicis Groupe S.A. does not disclose its forecast for financial results, and accordingly, Dentsu's equity in income of affiliated companies for the second half of the current fiscal year is forecast to be 3,867 million yen (after deducting 1,192 million yen for amortization of goodwill), based on the results of Publicis Groupe S.A for the same period of the previous fiscal year. The average foreign exchange rate for the period from January 2009 to September 2009 of approximately 1 euro = 129 yen, the same rate used for other affiliated companies, has been applied.

Notes on forward-looking statements

The aforementioned forecasts are our estimates based on currently available information, and involve potential risks and uncertainties. Therefore, actual results may differ from the forecasts due to changes in various factors.

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Financial Results for the Six Months Ended September 30, 2009

From April 1, 2009 to September 30, 2009

Dentsu Inc.

- Financial Results for the Six Months Ended September 30, 2009
(Figures are rounded down to the nearest one million yen)

(1) Summary of Consolidated Balance Sheets

(Millions of yen)

		As of September 30, 2009	As of March 31, 2009	Change (%)
Assets	Current assets	474,306	546,317	(13.2)
	Noncurrent assets	552,112	546,226	1.1
	Total assets	1,026,419	1,092,543	(6.1)
Liabilities	Current liabilities	378,764	450,075	(15.8)
	Noncurrent liabilities	166,313	169,318	(1.8)
	Total liabilities	545,078	619,394	(12.0)
Net assets	Shareholders' equity	487,807	482,798	1.0
	Valuation and translation adjustments	(26,938)	(30,230)	—
	Subscription rights to shares	0	0	—
	Minority interests	20,471	20,581	(0.5)
	Total net assets	481,340	473,149	1.7
Total liabilities and net assets		1,026,419	1,092,543	(6.1)

(2) Summary of Consolidated Statements of Income

(Millions of yen)

	Six months ended September 30, 2009	Six months ended September 30, 2008	Change (%)
Net sales	785,858	948,621	(17.2)
Gross profit	134,923	156,464	(13.8)
Operating income	6,834	17,795	(61.6)
Non-operating income	5,296	6,187	(14.4)
Non-operating expenses	1,670	1,865	(10.4)
Ordinary income	10,460	22,117	(52.7)
Extraordinary income	1,347	1,269	6.1
Extraordinary loss	1,702	7,683	(77.8)
Income before income taxes and minority interests	10,105	15,703	(35.6)
Net income	7,138	8,111	(12.0)