
NEWS RELEASE

FOR IMMEDIATE RELEASE**November 10, 2009**

Dentsu Inc. Non-Consolidated Net Sales for October 2009

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	109,831	88.9
<Breakdown of Net Sales by Business Category>		
Newspapers	10,892	87.3
Magazines	4,229	68.0
Radio	1,688	95.7
Television	51,775	90.6
Interactive Media	2,259	127.7
OOH Media	3,187	95.7
Creative	13,999	92.5
Marketing/Promotion	14,289	81.4
Others	7,509	91.0
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	89,624	90.5
Kansai Branch Office	17,374	83.5
Chubu Branch Office	2,832	76.2

- * 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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