

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

Dentsu Announces Establishment of Business Management Company Dentsu Digital Holdings to Enhance Integration of Digital Businesses

– Related Resources to be Reorganized and Consolidated to Enhance the Dentsu Group’s Digital Services –

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that, to integrate and unify management of digital businesses at Dentsu Inc. and the Dentsu Group, and to achieve even higher quality one-stop solutions, on January 1, 2010 it will establish an internal “Digital Business Division” (hereafter, DB Division) and the business management company Dentsu Digital Holdings (hereafter, DDH) to integrate digital-related businesses.

Digital tools are indispensable in addressing the marketing and promotion needs of advertisers and media companies, and are linked inextricably to many of Dentsu’s business fields. Particularly in client service, there is strong demand from advertisers for one-stop service that includes web campaign planning, media strategy, website planning and production, and data analysis. Information technology and service evolution as well as changes in the competitive environment of the industry are making business strategies and technologies that differ from existing businesses necessary for Dentsu as well, and it is becoming increasingly important for an organization to respond to these needs.

With last year’s establishment of the Digital Business Strategy Committee and Digital Business Development Office, and this year’s conversion of cyber communications inc. (hereafter, cci) into a wholly owned subsidiary, Dentsu has strengthened the foundation of its digital field. To enhance its response to advertisers’ needs and accelerate growth, Dentsu

will constructively eliminate and integrate internal digital-related departments and reorganize and consolidate digital resources in the DB Division.

Digital-related functions and resources such as campaign production, media, production, marketing, data analysis, technology development and business development will be consolidated in the DB Division, and while working closely with each section and function of Dentsu, the DB Division will provide integrated, high-level solutions linked to the strengths of a full-service advertising agency in areas such as integrated campaigns, creative functions, and mass media.

At the same time, DDH will be established to integrate Dentsu's digital affiliates like cci. DDH and the DB Division will work together continually to function as a single "digital agency," promptly formulating and executing integrated group-wide digital strategies and building a system to respond to changes in the business environment such as technology and the increasingly sophisticated needs of advertisers.

In July of this year, the Dentsu Group announced a new Medium-Term Management Plan entitled "Dentsu Innovation 2013," and the current efforts to enhance and enlarge the digital fields are part of this plan. Through further activities in this field, the Dentsu Group aims to develop digital businesses into a central growth driver for the Group.

Profile of Dentsu Digital Holdings

Company Name:	Dentsu Digital Holdings Inc.
Principal Business:	Strategy formulation, business investment and integration of group affiliates
Date of Establishment:	January 5, 2010 (planned)
Location:	1-8-1, Higashi-shimbashi, Minato-ku, Tokyo (within the Dentsu Head Office)
Shareholding Ratio:	Dentsu Inc. 100%

Directors: Representative Director & CEO Akira Sugimoto (Executive Officer, Dentsu)
Director & COO Nobuyuki Tohya (Director, Dentsu Interactive Media Division)

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