

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

## **Dentsu to Establish Dentsu Media Korea, A New Media Agency Directed at Strengthening and Expanding Dentsu's Media Business Operations in Asia**

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has decided to establish a new media company, Dentsu Media Korea Inc. (hereafter Dentsu Media Korea) in Korea, the third-largest advertising market in Asia. Through a restructuring of its media business operations, the Dentsu Group aims to strengthen and expand its business activities as well as to enhance the Group's presence in Asia.

As part of the Group's growth strategy to date, Dentsu has established a network of media agencies in Taiwan, Thailand, China, Indonesia, Singapore and India to strengthen and expand the Group's media business operations in Asia. Korea will also now become part of this initiative.

Dentsu Media Korea will be a consolidated subsidiary with Dentsu Inc. holding 67% of its shares, and is expected to play a central role in the Group's media business operations in Korea. To date, the Group's media business operations in this country have been handled by three entities: the media division of Dentsu Innovak Inc. (Dentsu's consolidated subsidiary,) the media division of Phoenix Communications Inc. (Dentsu's affiliated company accounted for by the equity method) and PDS Media, Inc. With the establishment of Dentsu Media Korea, the business rights of PDS Media will be acquired by the new company.

The Dentsu Group's media business operations in Korea will be consolidated in Dentsu Media Korea, making it one of the largest media agencies in this market. With the establishment of the new company, the Group, with its invigorated media buying power, aims to provide better services to its clients by fully leveraging the media services expertise of its parent company, and to further strengthen and expand media business operations in Korea.

In order to foster Group synergy, the company name of Dentsu Innovak will be changed to Dentsu Korea Inc. on December 22, 2009, in advance of the establishment of Dentsu Media Korea on December 28, 2009 (tentative).

### **Profile of Dentsu Media Korea Inc.**

Company Name: Dentsu Media Korea Inc.  
Location: Seoul, Korea  
Shareholding Ratio: Dentsu Inc.: 67%, Bokwang Group: 33%  
Date of Establishment: December 28, 2009 (tentative)  
(Business operations are slated to begin on January 1, 2010)  
Capital: 4.5 billion won  
CEO: Tsutomu Ikeda (currently Supervisor, Global Media Business  
Department, Media Business Development Division of Dentsu Inc.)  
Number of Employees: 24  
Principal Business: Media agency business

### **Profile of Dentsu Korea Inc.**

Company Name: Dentsu Korea Inc.  
(The name will be changed from Dentsu Innovak on December 22,  
2009, in advance of the establishment of Dentsu Media Korea)  
Location: Seoul, Korea  
Shareholding Ratio: Dentsu Inc.: 85%, Bokwang Group: 15%  
Date of Establishment: March, 1999  
(Dentsu acquired equity participation in July, 2001)  
Capital: 5 billion won  
CEO: John Yoon (currently Executive Project Manager, Global Business  
Management Division of Dentsu Inc.)  
Number of Employees: 73  
Principal Business: Comprehensive advertising business

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