

**NEWS RELEASE****FOR IMMEDIATE RELEASE****January 7, 2010**

## **Dentsu Concludes Basic Agreement on Capital and Business Alliance with China's Suntrend Group**

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that, in order to enhance the Dentsu Group's sales promotion in China, it has concluded a basic agreement on a capital and business alliance with Suntrend Group (hereafter, STG; Head Office: Guangzhou, China; Managing Director: Kevin Huang), which maintains the largest sales promotion network in China. Accordingly, Dentsu will take a 40% stake in STG.

Clients are currently placing great emphasis on in-store and street marketing, both of which have a direct impact on product sales. With investment budgets in these fields increasing yearly, it is said that they now make up 30% to 50% of total marketing budgets. At the same time, marketing strategies in China that traditionally concentrated on the major cities and coastal regions have now shifted to a nationwide focus, placing national sales promotion networks in strong demand.

By forming a capital and business alliance with STG, which has a powerful sales promotion network and IT management platform, the Dentsu Group will secure a competitive edge in the Chinese market. This positioning will enable the Group to take STG's strength in sales promotion businesses such as in-store marketing, street events, expositions, product sampling and the design and production of sales promotion tools, and further develop it in more than 500 cities throughout China. As a result, the Dentsu Group will be able to meet client needs in these areas while simultaneously combining its strength in the advertising communication field with STG's expertise in the newly added sales promotion fields to provide total integrated communication services to Japanese, global and local Chinese clients.

The impact of this transaction on Dentsu's consolidated and non-consolidated financial results for the fiscal year ending March 31, 2010 is expected to be minimal.

**Profile of Suntrend Group (As of December 2009)**

Date of Establishment:	June 18, 2003
Head Office:	Guangzhou, China
Locations:	58 cities nationwide including Beijing, Shanghai, Chengdu, Shenzhen and Nanjing Capability to expand operations in more than 500 cities
Number of Employees:	Approximately 550 (and around 30,000 part-time employees)
2008 Sales Results:	Around 2.51 billion yen
Managing Director:	Kevin Huang
Principal Business:	Sales promotion (mainly in-store marketing, street events and exhibitions)

Contact: Dentsu Inc.

Corporate Communications Division

Telephone: (813) 6216-8042

E-mail: [www.dentsu.com](http://www.dentsu.com)