
NEWS RELEASE

FOR IMMEDIATE RELEASE**January 12, 2010**

Dentsu Inc. Non-Consolidated Net Sales for December 2009

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	118,966	93.5
<Breakdown of Net Sales by Business Category>		
Newspapers	10,423	85.1
Magazines	3,154	71.2
Radio	1,783	97.2
Television	56,932	95.3
Interactive Media	4,052	149.0
OOH Media	3,341	96.2
Creative	12,896	96.9
Marketing/Promotion	16,066	108.1
Others	10,314	70.5
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	98,187	94.8
Kansai Branch Office	17,795	89.4
Chubu Branch Office	2,984	79.4

- * 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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