

**NEWS RELEASE****FOR IMMEDIATE RELEASE****January 25, 2010**

## **Dentsu Group's mcgarrybowen Named *Advertising Age's* 2009 "Agency of the Year"**

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that mcgarrybowen (Head Office: New York City, NY), an advertising agency under the umbrella of Dentsu Holdings USA, Inc., was named *Advertising Age's* 2009 Agency of the Year out of the top ten US advertising agencies that delivered strong results and were named to the magazine's 2009 Agency A-List. *Advertising Age* (*Ad Age*) is an authoritative US publication that covers the advertising, media and marketing industries.

*Ad Age* gave the following reasons for its selection of mcgarrybowen for the award:

- mcgarrybowen's unwavering focus on clients and relationships
- The agency's record year in 2009, with ten new business wins and a 25% increase in revenue
- The dramatic results the agency delivered for its clients' businesses in 2009, despite the challenging economic climate

Tatsuyoshi Takashima, President & CEO of Dentsu Inc., said, "In November 2008 the independent advertising agency mcgarrybowen became a wholly-owned subsidiary of Dentsu Holdings USA. We saw the addition of this rapidly growing agency to the Dentsu Group as an opportunity to further enhance the Group's global strategy and bolster our presence in the U.S. advertising market. Under CEO John McGarry's excellent leadership, all the mcgarrybowen employees took to heart the "Putting the Client First" spirit in providing the services required by their clients. This mindset led to the acquisition of new clients and new business which brought significant results to the company. I fully expect that the delight of winning this award will spur mcgarrybowen to further successes."

## **Profile of mcgarrybowen**

Company Name: McGarry Bowen, LLC  
<http://www.mcgarrybowen.com/>  
Location: New York City, NY  
Year of Establishment: 2002  
CEO: John McGarry, Jr.  
Revenue (Gross Profit): US\$55.42 million (approximately 6.1 billion yen)  
Number of Employees: 276

Contact: Shusaku Kannan

Senior Manager

Corporate Communications Division

Dentsu Inc.

Telephone: (813) 6216-8042

E-mail: s.kannan@dentsu.co.jp