

**NEWS RELEASE****FOR IMMEDIATE RELEASE****January 28, 2010**

## **Dentsu Announces the Transfer of its Digital-Related Stocks to Dentsu Digital Holdings**

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today an agreement with Dentsu Digital Holdings Inc. (hereafter, DDH; President & CEO: Akira Sugimoto) to transfer its digital-related stocks such as OPT, Inc. to DDH, effective February 15, 2010.

### **Reasons for the Stock Transfer**

In order to integrate and unify management of the Dentsu Group's digital businesses, and to provide clients with even higher quality one-stop solutions, Dentsu established DDH together with an internal Digital Business Division to consolidate the diverse digital-related business units. These transactions are expected to enhance the effectiveness of consolidation and to facilitate more effective and speedy decision-making by the Dentsu Group.

### **Stock to be Transferred**

The stock of OPT, Inc., Index Holdings and netprice.com, Ltd. currently held by Dentsu Inc.

### **Profile of the Transferee**

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

Dentsu has already obtained the assent of OPT, Inc., and plans to proceed with the sequential transfer of its other digital-related companies.

The impact of these transactions on Dentsu's consolidated and non-consolidated financial results for the fiscal year ending March 31, 2010 is currently under review.

Contact: Shusaku Kannan

Senior Manager

Corporate Communications Division

Telephone: (813) 6216-8042

E-mail: [s.kannan@dentsu.co.jp](mailto:s.kannan@dentsu.co.jp)