

**NEWS RELEASE****FOR IMMEDIATE RELEASE****February 5, 2010****Dentsu Inc. Non-Consolidated Net Sales  
for January 2010**

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	90,266	94.4
<Breakdown of Net Sales by Business Category>		
Newspapers	10,263	89.5
Magazines	2,113	75.4
Radio	1,458	92.8
Television	41,764	87.7
Interactive Media	2,685	180.2
OOH Media	2,409	110.6
Creative	9,894	100.2
Marketing/Promotion	10,881	112.1
Others	8,794	99.4
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	73,965	96.4
Kansai Branch Office	13,356	87.3
Chubu Branch Office	2,944	82.6

- \* 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.

Contact: Corporate Communications Division  
Telephone: (813) 6216-8042

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