

NEWS RELEASE**FOR IMMEDIATE RELEASE****March 2, 2010**

Dentsu to Establish Dentsu Marketing East Asia Inc.

— A New Marketing Support Operation for Clients

Wishing to Gain a Foothold in the Chinese Market —

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has decided to establish a new company in Tokyo, Dentsu Marketing East Asia Inc., to provide marketing activity support services such as the planning, implementation and management of business and sales strategies for Japanese clients who wish to gain a foothold in the Chinese market. The new company will be established and begin operations on April 1, 2010.

There has recently been an increase in the number of Japanese corporations, organizations, municipalities and media companies who position their success in China and other Asian markets as one of their most important management issues, and who are making a concentrated investment of management resources in these regions. Dentsu's client services teams are also seeing a rapid increase in the number of enquiries and consultations related to marketing issues in these countries that go beyond the advertising communications domain.

Against this background, and faced with the need to provide solutions to the problems that clients are facing in their China strategies, Dentsu decided to establish a new company to plan, implement and manage strategies for clients in various business activities such as the formulation of a business plan, procurement, production, distribution and sales, with the aim of maximizing market share and customer value. The new company will enable the Dentsu Group to provide the most effective solutions to the wide-ranging needs of clients confronted with issues that are unique to the Chinese market.

To meet the demands of domestic clients in Japan who wish to commence new business operations in China, the new company's main objectives will be the proposal and implementation of various business plans related to the establishment of a business in China, and the development of sales marketing activities. These initiatives will include initial surveys,

analysis and assessment; the proposal, implementation and management of business plans; the rebuilding of distributors and channels in the target cities for specific brands and services; and the provision of customer management programs that enable continuous verification of customer purchasing and consumption behavior. The company's first priority is the Chinese market, but it plans to expand its field of operations in due course to other countries in Asia.

This new company is the commercialization of a proposal submitted to Dentsu's Innovation Support Program which was launched in November 2008 to foster new business ideas in-house with the objective of developing new businesses and business models that would contribute to the growth of the Dentsu Group. This is the first such company with Dentsu Inc. having a 100% shareholding ratio established under this system.

Profile of Dentsu Marketing East Asia Inc.

Company Name: Dentsu Marketing East Asia Inc.
Location: 2F, Creglanz Shimbashi III, 3-4-8 Shimbashi, Minato-ku, Tokyo
Capital: 50 million yen
Shareholding Ratio: Dentsu Inc. 100%
Date of Establishment: April 1, 2010 (tentative)
Representative: CEO: Yutaka Ikeda (Currently Project Manager, Business Incubation Office)
Number of Employees: 12 (tentative)
Principal Business: (1) Provide management and support services, from the performing of initial surveys, analysis and assessment through to the proposal and implementation of business plans, for companies who wish to commence business operations in China
(2) Plan, implement and manage marketing strategies to expand market share and increase the profitability of specific brands and services in the target cities
(3) Create direct marketing-related platforms and strategies
(4) Provide customer management programs that enable continuous verification of customer purchasing and consumption behavior
(5) Provide integrated programs that are tailored to the requirements of the Chinese market and to customer life cycles

#####

Contact: Shusaku Kannan
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp