

NEWS RELEASE

FOR IMMEDIATE RELEASE**March 5, 2010**

Dentsu Inc. Non-Consolidated Net Sales for February 2010

| | (Millions of yen) | (Comparison with previous year, %) |
|--|-------------------|---------------------------------------|
| Non-Consolidated Net Sales | 105,744 | 108.8 |
| <Breakdown of Net Sales by Business Category> | | |
| Newspapers | 9,650 | 101.9 |
| Magazines | 3,434 | 83.3 |
| Radio | 1,542 | 92.8 |
| Television | 51,998 | 108.2 |
| Interactive Media | 3,209 | 187.6 |
| OOH Media | 2,761 | 129.9 |
| Creative | 13,695 | 107.0 |
| Marketing/Promotion | 11,518 | 93.3 |
| Others | 7,934 | 162.1 |
| <Breakdown of Net Sales by Business Office> | | |
| Tokyo Head Office | 87,901 | 110.3 |
| Kansai Branch Office | 15,630 | 108.6 |
| Chubu Branch Office | 2,212 | 71.3 |

- * 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

#