

NEWS RELEASE**FOR IMMEDIATE RELEASE****March 17, 2010**

Dentsu to Establish Dentsu BlueFocus (Beijing) Public Relations Consulting as a Joint Venture with a Major Chinese PR Company

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen; hereafter, Dentsu) and Dentsu Public Relations Inc. (President & CEO: Shigeki Ishimatsu; Head Office: Tokyo; hereafter, Dentsu PR) announced today that the two companies will establish a new PR company, Dentsu BlueFocus (Beijing) Public Relations Consulting Co., Ltd. in early May as a joint venture with BlueFocus Communication Group Co., Ltd. (Chairman & CEO: Zhao Wen Quan; Head Office: Beijing; hereafter, BlueFocus), a major PR company with a network spanning 23 cities in China. Through the establishment of this new company, the Dentsu Group aims to strengthen and expand its PR business domain.

The PR market in China has recently shown a rapid growth, and client companies are facing an increasing need for communications solutions in the PR domain.

In addition to providing services in the traditional advertising communications field, the Dentsu Group is currently in the process of building on its service strengths in specialized domains such as sales promotions and digital business. The establishment of the new joint venture with BlueFocus, a major PR company with the largest network in China as well as superior expertise and resources, will enable the Dentsu Group to enhance its strengths in PR services and establish a solid framework for the provision of comprehensive communications services to client companies.

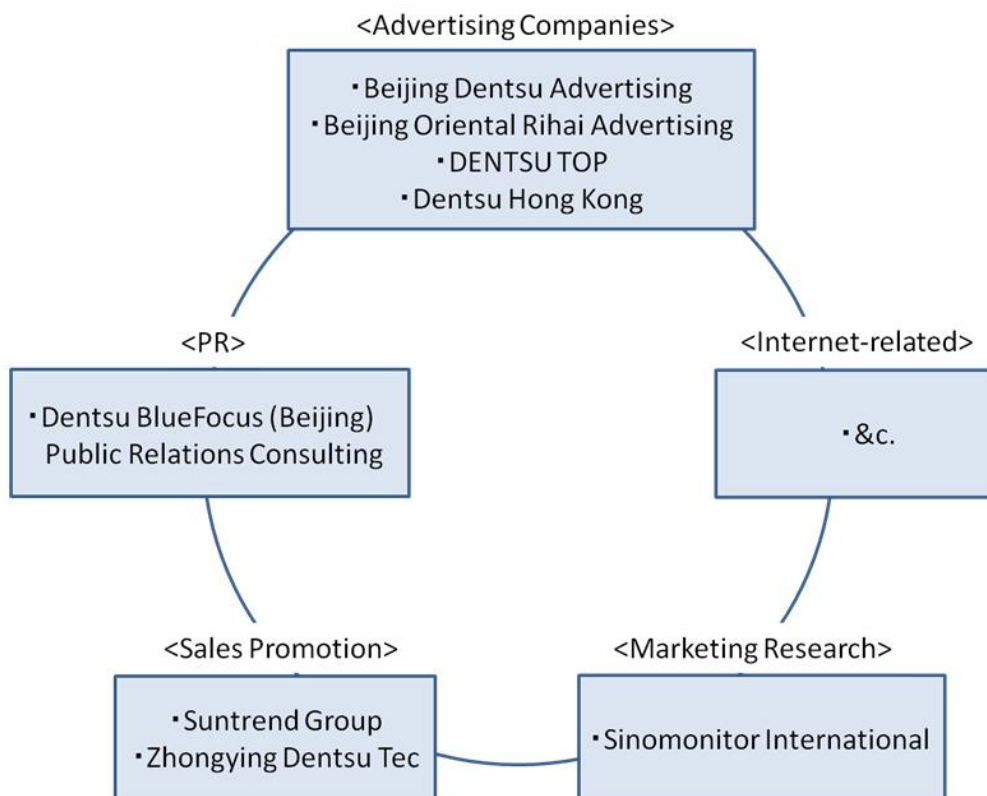
The investment ratio will be 51% for BlueFocus, 34% for Dentsu and 15% for Dentsu PR. BlueFocus will bring its national network expertise as well as its media and government relations experience into the joint venture, while Dentsu and Dentsu PR will contribute PR knowhow such as PR planning and crisis management consulting. This collaboration will enable Dentsu BlueFocus (Beijing) to provide top-level PR services to client companies.

The impact of this transaction on Dentsu's consolidated and non-consolidated financial results for the fiscal year ending March 31, 2011 is expected to be minimal.

Profile of the New Company

Company Name: Dentsu BlueFocus (Beijing) Public Relations Consulting Co., Ltd.
 Capital: 10 million Chinese yuan
 Shareholding Ratio: Dentsu Inc. 34%, Dentsu Public Relations Inc. 15%,
 BlueFocus Communication Group Co., Ltd. 51%
 Date of Establishment: May, 2010 (tentative)
 Location: Beijing, China
 Chairman of the Board: Kunihiro Matsushima (Currently Executive Officer/Regional Director, Headquarters for China, Dentsu Inc.)
 Managing Director: Luo Bin (Vice President, BlueFocus PR Consulting)
 Principal Business: PR services in general, crisis management consulting, PR consulting, PR event execution, government relations, CSR activities
 Number of Employees: 15

The Dentsu Group's Business Framework in China



Profile of BlueFocus Communication Group Co., Ltd.

Company Name: BlueFocus Communication Group Co., Ltd.
Capital: 60 million Chinese yuan
Year of Establishment: 1996
Location: 20th Floor, Star City Tower C, 10 Jiu Xian Qiao Rd.,
Chao Yang District, Beijing, China
Chairman & CEO: Zhao Wen Quan
Principal Business: Public relations planning and implementation
Number of Offices: 23 offices located in Beijing, Shanghai, Guangzhou, Chengdu, Xian
and other cities
Number of Employees: 650 (Beijing: 470; Shanghai: 50; Guangzhou: 90;
40 employees in 20 other cities)

Profile of Dentsu Inc.

Company Name: Dentsu Inc.
Capital: 58,967.1 million yen
Year of Establishment: 1901
Location: 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo 105-7001
Representative: President & CEO: Tatsuyoshi Takashima
Principal Business: Design, proposal and implementation of integrated communications
solutions; management and business consulting
Number of Employees: 6,532 (as of March 31, 2009)

Profile of Dentsu Public Relations Inc.

Company Name: Dentsu Public Relations Inc.
Capital: 40 million yen
Year of Establishment: 1961
Location: 2-16-7, Ginza, Chuo-ku, Tokyo 104-8210
Representative: President & CEO: Shigeki Ishimatsu
Principal Business: Public relations planning and implementation
Number of Employees: 226 (as of February 1, 2010)

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