

NEWS RELEASE**FOR IMMEDIATE RELEASE****March 30, 2010**

Dentsu Announces Return of a Portion of Their Remuneration by Senior Executive Officers

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), announced today that 5-10% of the monthly remuneration of Senior Executive Officers, commensurate with their respective positions, will be returned for the six-month period from April to September, 2010 as follows, despite signs of a business recovery. Although an amendment to the forecast of consolidated financial results for the year ending March 31, 2010 was announced in February, this decision was made in light of the view that the severe business environment will continue for some time yet.

The return this year of a portion of their remuneration by Senior Executive Officers follows the return made last year by Directors (excluding External Directors) as well as Executive Officers for the April to September 2009 period. All of the Company's Directors (excluding External Directors) started returning a portion of their remuneration in October 2008 due to the worsening of the advertising market conditions caused by the decline in the economy.

1. Rates of Remuneration Return

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|----------------------------------------------|-----------------------------|
| (1) President & CEO: | 10% of monthly remuneration |
| (2) Director/Senior Executive Vice President | |
| Director/Executive Vice Presidents | |
| Director/Senior Vice Presidents: | 5% of monthly remuneration |

2. Implementation Period

April through September 2010

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