

FOR IMMEDIATE RELEASE

April 9, 2010

Announcement of Amendment to Forecast of Financial Results

In light of Dentsu's recent performance, the forecast of financial results announced on February 10, 2010 is hereby amended as follows:

1. Amendment to Forecast of Consolidated Annual Financial Results for the Fiscal Year Ending March 31, 2010 (April 1, 2009 through March 31, 2010)

| | Net sales (Millions of yen) | Operating income (Millions of yen) | Ordinary income (Millions of yen) | Net income (Millions of yen) | Net income per share (Yen) |
|---|--------------------------------|--|---|---------------------------------|----------------------------------|
| Previously announced forecast (A) | 1,636,000 | 25,900 | 33,400 | 24,600 | 98.80 |
| Amended forecast (B) | 1,672,500 | 33,900 | 41,400 | 27,500 | 110.45 |
| Amount of increase / decrease (B-A) | 36,500 | 8,000 | 8,000 | 2,900 | - |
| Rate of increase / decrease (%) | 2.2 | 30.9 | 24.0 | 11.8 | - |
| (Reference) Actual results for prior year (fiscal year ended March 31, 2009) | 1,887,170 | 43,184 | 53,363 | (20,453) | (79.61) |

2. Amendment to Forecast of Non-Consolidated Annual Financial Results for the Fiscal Year Ending March 31, 2010 (April 1, 2009 through March 31, 2010)

| | Net sales (Millions of yen) | Operating income (Millions of yen) | Ordinary income (Millions of yen) | Net income (Millions of yen) | Net income per share (Yen) |
|---|--------------------------------|--|---|---------------------------------|----------------------------------|
| Previously announced forecast (A) | 1,276,600 | 18,300 | 26,500 | 20,900 | 83.94 |
| Amended forecast (B) | 1,315,100 | 26,300 | 33,700 | 23,300 | 93.58 |
| Amount of increase / decrease (B-A) | 38,500 | 8,000 | 7,200 | 2,400 | - |
| Rate of increase / decrease (%) | 3.0 | 43.7 | 27.2 | 11.5 | - |

| | | | | | |
|---|-----------|--------|--------|----------|----------|
| (Reference) Actual results for prior year (fiscal year ended March 31, 2009) | 1,447,410 | 23,870 | 34,585 | (32,771) | (127.55) |
|---|-----------|--------|--------|----------|----------|

3. Reasons for Amendment

Since Dentsu Inc.'s non-consolidated net sales for March 2010 that were announced on April 7 proved better than expected, we have amended the forecast of financial results for the fiscal year ending March 31, 2010 which we announced on February 10, 2010.

- "Net income per share" has been calculated taking into account the stock split implemented at the beginning of fiscal year 2008 (April 1, 2008) which became effective on January 4, 2009 (at a ratio of 100 shares per share of common stock).

Note: Cautionary statement with respect to forward-looking statements

This forecast of financial results has been made by Dentsu Inc. based on information currently available to the Company, and contains potential risks and uncertainties. Therefore, actual financial results may differ from the forecast due to changes in various factors.

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