

FOR IMMEDIATE RELEASE

April 22, 2010

Announcement of Amendment to Dividend Forecast

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), announced today that an amendment to its dividend forecast (dividend increase) was resolved at the meeting of its Board of Directors held on April 22, 2010.

1. Reason for Dividend Increase

Dentsu considers the return of profits to shareholders to be one of its key policies. In response to changes in the business environment, Dentsu will improve its capital efficiency and combine long-term growth in corporate value through expansion of operations, stable dividends and expeditious acquisition of treasury stock so as to strive for a comprehensive return of profits to shareholders. Based on this policy, and taking into account the fact that the Company's business results for the fiscal year ended March 31, 2010 are now expected to exceed the original forecast, as announced in its Amendment to Forecast of Financial Results on April 9 this year, Dentsu has decided to increase its year-end dividend for the fiscal year ended March 31, 2010 from 12.50 yen per share to 14.50 yen per share.

2. Amendment Details

(Unit: yen)

Cash dividend per share					
	First Quarter	Second Quarter	Third Quarter	Year-end	Total
Dividend forecast for the fiscal year ended March 31, 2010 announced on May 10, 2009	—	—	—	12.50	25.00
Amendment to the dividend forecast for the fiscal year ended March 31, 2010 announced on April 22, 2010	—	—	—	14.50	27.00
Dividend paid for the fiscal year ended March 31, 2010	—	12.50	—		
Dividend paid for the fiscal year ended March 31, 2009	—	20.00	—	15.00	35.00

Note: "Cash dividend 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).

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