

FOR IMMEDIATE RELEASE

April 26, 2010

Dentsu to Establish Dentsu Media Hong Kong, a New Media Agency Directed at Strengthening and Expanding Dentsu's Media Business Operations in Asia

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), announced today that it has established a new media company, Dentsu Media Hong Kong Ltd., in Hong Kong, a strategic market in Asia. Through a restructuring of its media business operations, the Dentsu Group aims to strengthen and expand its business activities as well as to enhance the Group's presence in Asia. The new company will begin operations in July, 2010.

As part of the Group's growth strategy to date, Dentsu has established a network of media agencies in Taiwan, Thailand, China, Indonesia, Singapore, India and Korea to strengthen and expand the Group's media business operations in Asia. Hong Kong will also now become part of this initiative.

Dentsu Media Hong Kong will be a wholly-owned subsidiary of Dentsu Inc., and is expected to play a pivotal role in the Group's media business operations in Hong Kong.

By fully leveraging Dentsu Inc.'s media services expertise (media planning and analysis methods, digital and mobile business expertise, and entertainment and sports content resources), Dentsu Media Hong Kong will work in collaboration with Dentsu Hong Kong Ltd., Dentsu's Hong Kong brand agency, to enhance integrated capabilities, provide a higher level of full-service solutions to clients and contribute to the further growth and expansion of the Dentsu Group in Hong Kong. The new company will proactively develop services that are geared toward Japanese companies as well as regional and local clients.

Dentsu Media Hong Kong will provide its media services to clients under the Media Palette Hong Kong service brand name.

Profile of Dentsu Media Hong Kong Ltd.

Company Name:	Dentsu Media Hong Kong Ltd.
Location:	Hong Kong
Shareholding Ratio:	Dentsu Inc. 100%
Date of Establishment:	March 17, 2010 (Business operations are slated to begin in July, 2010)
Capital:	10 million Hong Kong dollars (approx. 120 million yen)
President & CEO:	Kenichi Matsumura (currently Network Operations Manager, Global Media Office, Media Business Development Division of Dentsu Inc.)
Number of Employees:	12
Principal Business:	Media agency business

Profile of Dentsu Hong Kong Ltd.

Company Name:	Dentsu Hong Kong Ltd.
Location:	Hong Kong
Shareholding Ratio:	Dentsu Inc. 100%
Date of Establishment:	October, 2001
Capital:	29.90322 million Hong Kong dollars (approx. 350 million yen)
President & CEO:	Yoshiharu Isomura
Number of Employees:	51
Principal Business:	Comprehensive advertising business

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