

FOR IMMEDIATE RELEASE

May 10, 2010

Dentsu to Report Extraordinary Gain Resulting from Sale of Part of Publicis Groupe S.A. Securities

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Dentsu's Board of Directors approved and consummated a sale of a block of shares of Publicis Groupe S.A. (hereafter, "Publicis") to Publicis.

1. Shares sold

7,500,000 shares of Publicis (3.80% of the Publicis shares outstanding prior to the sale)

- Post-sale, Dentsu holds 21,191,075 shares of Publicis, representing 11.15% of the outstanding shares and 16.99% of the total voting rights of Publicis (taking into account the cancellation by Publicis of the 7,500,000 shares pursuant to its share buy-back program following the sale).
- A portion of Publicis' outstanding shares are entitled to double voting rights per share pursuant to French law and Publicis' corporate articles. Accordingly, the percentage of the outstanding shares held by a shareholder may differ from the percentage of the total voting rights held by such shareholder.
- Post-sale, Dentsu continues to be entitled to exercise 15% of the total voting rights of Publicis and to designate two of its executive officers to serve as Members of Publicis' Supervisory Board. Accordingly, Dentsu will continue to apply the equity accounting method to its investment in Publicis.
- While the 21,191,075 shares owned by Dentsu following the sale are entitled to a total number of voting rights in Publicis of 16.99%, Dentsu has previously contributed the right to exercise voting rights in excess of 15% to a partnership with Madame Elisabeth Badinter, Publicis' other

major shareholder, as per the Shareholders' Agreements previously entered into between Dentsu and Madame Badinter. The sale of the shares to Publicis will not reduce Dentsu's right to exercise 15% of the total voting rights of Publicis because the shares sold to Publicis were shares in respect of which the right to exercise voting rights had been previously contributed to the partnership with Madame Badinter.

2. The buyer and method of transaction

Share repurchase by Publicis

Under the aforementioned agreements with Madame Badinter, Madame Badinter, or her designee, has the right of first refusal regarding any proposed sale by Dentsu of Publicis shares in respect of which Dentsu has contributed to the partnership with Madame Badinter the related right to exercise voting rights. Madame Badinter has proposed to have Publicis exercise her right of first refusal for such purpose and Publicis elected to purchase all 7,500,000 shares proposed to be sold by Dentsu. Publicis approved this transaction at its Supervisory Board meeting held on May 7, 2010. The sale was consummated on May 10.

3. Price

29 Euros per share (A total of 217.5 million Euros)

4. Impact on Dentsu's March 2011 Fiscal Year Earnings

Gain (Extraordinary Gain) Approximately 7 billion Yen
(Non-consolidated, 1 Euro = 118.59 Yen)

Such other impacts as the extraordinary gain on a consolidated basis and the gain/loss from equity accounting resulting from this transaction are under examination. The forecast for the fiscal year ending March 31, 2011, including these possible impacts, is to be announced on May 17, 2010 on the occasion of Dentsu's announcement of earnings for the fiscal year ended March 31, 2010.

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