

FOR IMMEDIATE RELEASE

May 12, 2010

Dentsu Inc. Non-Consolidated Net Sales for April 2010

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	105,082	103.0
<Breakdown of Net Sales by Business Category>		
Newspapers	8,264	92.2
Magazines	3,389	85.2
Radio	1,404	89.6
Television	53,082	104.4
Interactive Media	2,327	134.9
OOH Media	4,665	101.1
Creative	13,653	102.2
Marketing/Promotion	12,162	113.1
Others	6,132	99.7
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	86,727	103.9
Kansai Branch Office	15,512	101.5
Chubu Branch Office	2,842	87.7

- * The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.
- * Television includes both program sponsorship and spot advertising.
- * Interactive Media consists of Internet and mobile media advertising.
- * OOH (Out Of Home) Media consists of transit advertising, outdoor advertising, etc.
- * Others includes Satellite and Other Media, Media Planning, Sports Marketing, Entertainment Business and Other Content.

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