

FOR IMMEDIATE RELEASE

June 7, 2010

Dentsu Inc. Non-Consolidated Net Sales for May 2010

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	101,784	107.5

<Breakdown of Net Sales by Business Category>

	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,642	101.8
Magazines	2,424	85.6
Radio	1,665	98.7
Television	53,952	108.1
Interactive Media	2,899	156.5
OOH Media	2,878	107.4
Creative	11,682	102.4
Marketing/Promotion	11,909	114.2
Others	5,728	105.8

<Breakdown of Net Sales by Business Office>

Tokyo Head Office	82,616	107.9
Kansai Branch Office	16,956	110.8
Chubu Branch Office	2,211	78.2

- * 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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