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Looking Ahead to Our 120th Anniversary

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) held today a ceremony commemorating the 109th anniversary of the Company's foundation on July 1. President Takashima delivered his message from the Tokyo Head Office Building to the employees in Tokyo and other venues.

Following are highlights of his speech.

"I believe that this will be a symbolic year in which the world's emerging economies, strong driving forces for future global economic growth, host an array of high-profile international events such as Expo 2010 Shanghai China, the 2010 FIFA World Cup South Africa™ and the Guangzhou Asian Games this coming November. Last month, I had the exciting experience of attending Expo 2010 Shanghai China, where I witnessed the dynamic momentum, energy and vitality of a nation and its people who are on the verge of achieving a remarkable level of economic development.

"China and other emerging economies continue to increase their economic strength, and the Dentsu Group will further pursue a wide range of strategies and make investments with the aim of enhancing our competitive edge in each respective market. We will thus increase our presence globally as we take the Group to its next stage of growth.

"The Dentsu Group is only a little more than a decade away from celebrating its 120th anniversary, and I have no doubt that over the next ten years the world will continue to change at a breathtaking pace. Here are some of my thoughts on how the world will look:

"I believe we will encounter next-generation digital devices that differ completely from anything we could imagine now—different even from the likes of the iPad, whose launch we saw during the last few weeks. The media environment, too, will undergo enormous changes, through such trends as the convergence of mass media and digital media as well as the dissolution of the remaining boundaries between telecommunications and broadcasting.

China and India will solidify their positions as global economic powers while many emerging countries will also vie for economic growth. There will be an increased focus on the area of social communication as more emphasis will be placed on communication activities that serve societal needs rather than on mere consumption behaviors.

“In summary, the business environment in the next decade will radically differ from what we see today. Moving forward, the Dentsu Group must be strong and continue to prosper, and each Group member must stay ahead of the times.

“Looking ahead, the picture that I see of the Dentsu Group is as follows: Group members with high expertise, regardless of nationality, ethnicity or gender, will be called on to participate as core members of the Group’s management. And at the business frontline, project teams will be formed on a regular basis so as to organically connect people with outstanding talent around the globe and maximize their potential. By fostering diversity—drawing together people with different backgrounds and cultures on a global scale—we must continue to generate new value.

“As digital technology becomes increasingly pervasive, the Dentsu Group will further strengthen its position as one of the key players in the platform business domain. We will design communications strategies, create communications scenarios and execute them by employing cutting-edge technologies as the barriers between creative and media become lower.

“Personally, I feel that one of the roles of advertising and marketing is to bring fulfillment to people’s lives. I would like to position the Dentsu Group as a unique and original communications group, one which may even redefine the notion of an “advertising company.” By doing so, I hope to make this Group an appealing entity that offers a satisfying and rewarding work environment.”

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