

FOR IMMEDIATE RELEASE

August 6, 2010

Dentsu Inc. Non-Consolidated Net Sales for July 2010

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	129,643	129.6

<Breakdown of Net Sales by Business Category>

	(Millions of yen)	(Comparison with previous year, %)
Newspapers	9,575	97.7
Magazines	2,748	84.6
Radio	1,814	111.2
Television	58,141	108.6
Interactive Media	3,051	134.9
OOH Media	3,508	122.9
Creative	11,289	115.1
Marketing/Promotion	13,773	117.6
Others	25,741	493.8

<Breakdown of Net Sales by Business Office>

Tokyo Head Office	110,250	133.7
Kansai Branch Office	16,267	110.5
Chubu Branch Office	3,125	108.1

- * 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, advertising inserts, flyers, DM, etc.
- * Others includes satellite and other media, media planning, sports marketing, entertainment business and other content.

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