

FOR IMMEDIATE RELEASE

October 1, 2010

## **Dentsu Announces the Establishment of Dentsu Network West to Strengthen and Expand Business in the Americas and Europe**

Dentsu Inc. (TSE: 4324; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the establishment of Dentsu Network West (hereinafter "DNW") as a new organization to accelerate Dentsu's global strategy and to strengthen and expand its business in the Americas and Europe.

DNW refers to the organization that will oversee the Dentsu Group's operating and management companies in the Americas (North America and Latin America) and in Europe (excluding Russia). For the operation of DNW, Dentsu Inc. has established the DNW Executive Board (equivalent to a Board of Directors) and appointed a Chief Executive Officer (CEO) and other executives. The authority to make and implement management and investment decisions has been delegated to the new organization.

Dentsu Inc. has delegated responsibility and authority to DNW in order to further enhance services to existing clients in the Americas and Europe, acquire new clients, swiftly provide new services which meet client needs and aim at the further strengthening of the Dentsu Group's position as a competitive global network.

The main DNW operating companies are: Dentsu America, LLC; Dentsu Attik, LLC; Dentsu McGarry Bowen, LLC; Dentsu Innovation Interactive, LLC (360i, SearchIgnite and Netmining); Dentsu Canada Inc.; Dentsu Latin America Propaganda Ltda.; Dentsu Argentina S.A.; Dentsu UK Ltd.; Dentsu Brussels; Cayenne Werbeagentur GmbH and Cayenne s.r.l.

Together with the launch of DNW, Dentsu Inc. has established a Global Solutions Center within its headquarters to boost and strengthen global solutions capabilities. The Global Solutions Center will work to build up a worldwide network, establish a framework for mutual cooperation to share know-how and other expertise, not only within DNW but also with the Company's bases in China and other countries in Asia, and to further improve client services.

## DNW Organizational Structure

The DNW Executive Board is DNW's strategic and decision-making body.

### ■ DNW Executive Board Members

Board Member & Chairman:	Tatsuyoshi Takashima (President & CEO, Dentsu Inc.)
Board Member & CEO:	Tim Andree (Executive Officer, Dentsu Inc.)
Board Members:	Tadashi Ishii (Director & Executive Vice President, Dentsu Inc.) Shoichi Nakamoto (Director & Senior Vice President, Dentsu Inc.) Yuzuru Kato (Executive Officer, Dentsu Inc.) Tim Pollak (outside consultant)

The executive organization has also been strengthened by the establishment of CEO, CFO and regional CEO positions, which are filled mainly by local personnel.

### ■ DNW Executives (to be formally appointed upon approval by the DNW Executive Board)

Chief Executive Officer (CEO):	Tim Andree
Chief Financial Officer (CFO):	Nicholas Rey (newly appointed)
North America CEO:	Tim Andree (concurrent position)
Europe CEO:	Jim Kelly (former Regional Director, Dentsu Europe)
Latin America CEO:	Renato Lóes (newly appointed, concurrent position, CEO, Dentsu Latin America Propaganda Ltda.)

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Contact: Shusaku Kannan  
Senior Manager  
Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: s.kannan@dentsu.co.jp