

FOR IMMEDIATE RELEASE

October 7, 2010

Dentsu Inc. Net Sales up 8.1% in September

**Adspend up in 16 out of 20 industry categories;
Beverages/Cigarettes, Cosmetics/Toiletries and
Finance/Insurance show huge gains**

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	123,161	108.1

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	10,320	109.2
Magazines	4,332	90.2
Radio	1,543	97.0
Television	51,554	103.8
Interactive Media	4,031	140.9
OOH Media	3,742	125.4
Creative	19,541	112.8
Marketing/Promotion	18,865	115.4
Others	9,230	103.7

<Breakdown of Net Sales by Business Office>

Tokyo Head Office	99,348	106.4
Kansai Branch Office	20,809	117.2
Chubu Branch Office	3,003	106.6

- * 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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