

FOR IMMEDIATE RELEASE

October 7, 2010

## **Notice Regarding Extraordinary Impairment Loss**

Dentsu Inc. (TSE: 4324; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will post an extraordinary impairment loss for the first half of the fiscal year ending March 31, 2011, principally due to the amortization of goodwill and loss on revaluation of investments of securities.

### **Extraordinary impairment loss for the first half of the fiscal year ending March 31, 2011 (April 1, 2010 to September 30, 2010):**

-Consolidated: Approximately 13 billion yen

-Non-consolidated: Approximately 12 billion yen

### **Impact on business results**

The impact of the above-mentioned extraordinary impairment loss on the already announced forecast of financial results for the first half ended September 30, 2010 and for the fiscal year ending March 31, 2011 is yet to be determined. A further announcement will be made as soon as the impact, if any, has been determined.

A summary of the forecast of financial results for the fiscal year ending March 31, 2011 (announced on August 11, 2010) is provided for reference on the following page.

**Reference: Forecast of financial results for the fiscal year ending March 31, 2011  
announced on August 11, 2010**

**Consolidated**

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income
Forecast of semi-annual financial results for the first half ended September 30, 2010	836,700	13,600	11,900	6,100
Forecast of annual financial results for the fiscal year ending March 31, 2011	1,749,800	42,200	42,700	22,800
Actual results for prior year (fiscal year ended March 31, 2010)	1,678,618	37,323	44,790	31,130

**Non-consolidated**

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income
Forecast of semi-annual financial results for the first half ended September 30, 2010	642,700	9,600	13,600	10,900
Forecast of annual financial results for the fiscal year ending March 31, 2011	1,341,800	30,100	35,200	23,400
Actual results for prior year (fiscal year ended March 31, 2010)	1,315,072	26,313	33,702	27,055

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