

FOR IMMEDIATE RELEASE

October 8, 2010

Dentsu Group to Develop and Provide a New “Marketing Cloud” Service to Support the Entire Marketing Process

Dentsu Inc. (TSE: 4324; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the establishment of a business partnership with its IT systems subsidiary Information Services International-Dentsu, Ltd. (President and Chief Operating Officer: Setsuo Kamai; Head Office: Tokyo; hereinafter “ISID”) and salesforce.com Co., Ltd. (President and CEO: Eiji Uda; Headquarters: Tokyo; hereinafter “SFDC”), the Japanese branch of salesforce.com Inc., a US-based company which provides cloud computing services on a global scale. This partnership will allow the Dentsu Group to combine integrated marketing services leveraging the IT solutions provided by each Dentsu Group company with the leading-edge cloud computing services provided by SFDC in Japan in order to develop and then provide client companies with a new “Marketing Cloud” service that supports the entire marketing process.

Dentsu has worked with both SFDC and ISID to develop and construct cloud computing systems on an unprecedented scale for several large-scale projects. Using the knowhow cultivated from these and other business opportunities as a base, Dentsu will establish the “IT Solutions Task Force” within the Dentsu Group as a strategic project to provide integrated marketing services that leverage IT solutions. Through its collaboration with SFDC, which will establish a data center in Japan in order to offer proactive cloud computing services to client companies, the Dentsu Group will develop and provide services under the “Marketing Cloud” concept, and create new markets.

To date, IT solutions and visualization techniques have been implemented to some extent at each of the advertising, sales promotions and customer management stages of the marketing process at many client companies. However, the fact that the data and insight at each of these stages were not linked organically and therefore not utilized in a continual flow was due in part to the relative immaturity of the IT environment.

By leveraging cloud computing, the new “Marketing Cloud” service will enable smooth data integration management at each stage of the marketing process (product development > production > logistics/distribution > promotion/sales > verification/analysis > after-sales service) that until now had been difficult to integrate. The marketing dashboard function, for example, will enable all the data to be viewed in real time on a single screen, while the

uploading of Dentsu's proprietary tools and database to the cloud will support faster and more effective marketing of client businesses. Designed to facilitate overall management of marketing activities from the planning of business operations and introduction of systems through to the implementation of operations, this new "Marketing Cloud" service will seamlessly link the marketing process to sales activities and CRM initiatives.

#####

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