

FOR IMMEDIATE RELEASE

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## Dentsu Inc. Net Sales for October Up 6.8% YoY

- > TV showed a double-digit growth year on year.
- > Interactive media posted a remarkable 53% year-on-year growth.
- > Adspend up in 13 categories out of 20; the top five categories were: Government/Organizations, Beverages/Cigarettes, Finance/Insurance, Transportation/Leisure and Apparel/Fashion, Accessories/Personal Items.

October Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	117,353	106.8

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	11,480	105.4
Magazines	3,771	89.2
Radio	1,383	82.0
Television	57,416	110.9
Interactive Media	3,460	153.2
OOH Media	3,170	99.4
Creative	14,102	100.7
Marketing/Promotion	15,366	107.5
Others	7,203	95.9

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	96,985	108.2
Kansai Branch Office	17,465	100.5
Chubu Branch Office	2,903	102.5

- \* 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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