

FOR IMMEDIATE RELEASE

August 11, 2010

Announcement of Amendment to Forecast of Financial Results

In light of the recent performance of Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), the forecast of financial results announced on May 17, 2010 is hereby amended as follows:

Amendment to Forecast of Consolidated Semi-Annual Financial Results for the First Half Ending September 30, 2010 (April 1, 2010 to September 30, 2010)

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (Yen)
Previously announced forecast (A)	824,800	11,100	15,100	8,700	34.92
Amended forecast (B)	836,700	13,600	11,900	6,100	24.48
Amount of increase or decrease (B-A)	11,900	2,500	(3,200)	(2,600)	
Rate of increase or decrease (%)	1.4	22.5	(21.2)	(29.9)	
(Reference) Actual results for prior year (First half ended Sept. 30, 2009)	785,858	6,834	10,460	7,138	28.69

Amendment to Forecast of Consolidated Annual Financial Results for the Fiscal Year Ending March 31, 2011 (April 1, 2010 to March 31, 2011)

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (Yen)
Previously announced forecast (A)	1,737,900	39,700	45,900	25,400	101.94
Amended forecast (B)	1,749,800	42,200	42,700	22,800	91.51
Amount of increase or decrease (B-A)	11,900	2,500	(3,200)	(2,600)	
Rate of increase or decrease (%)	0.7	6.3	(7.0)	(10.2)	
(Reference) Actual results for prior year (Fiscal year ended March 31, 2010)	1,678,618	37,323	44,790	31,130	125.03

Amendment to Forecast of Non-Consolidated Semi-Annual Financial Results for the First Half Ending September 30, 2010 (April 1, 2010 to September 30, 2010)

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (Yen)
Previously announced forecast (A)	634,900	9,000	14,700	13,600	54.58
Amended forecast (B)	642,700	9,600	13,600	10,900	43.75
Amount of increase or decrease (B-A)	7,800	600	(1,100)	(2,700)	
Rate of increase or decrease (%)	1.2	6.7	(7.5)	(19.9)	
(Reference) Actual results for prior year (First half ended Sept. 30, 2009)	618,617	6,630	13,450	9,884	39.73

Amendment to Forecast of Non-Consolidated Annual Financial Results for the Fiscal Year Ending March 31, 2011 (April 1, 2010 to March 31, 2011)

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (Yen)
Previously announced forecast (A)	1,333,900	29,500	36,400	26,200	105.15
Amended forecast (B)	1,341,800	30,100	35,200	23,400	93.92
Amount of increase or decrease (B-A)	7,900	600	(1,200)	(2,800)	
Rate of increase or decrease (%)	0.6	2.0	(3.3)	(10.7)	
(Reference) Actual results for prior year (Fiscal year ended March 31, 2010)	1,315,072	26,313	33,702	27,055	108.67

Reason for Amendment

The forecast of consolidated financial results for the first half ending September 30, 2010 and fiscal year ending March 31, 2011, which was announced on May 17, 2010, has been adjusted only to reflect the differences between results and forecasts for the first quarter ended June 30, 2010. For that reason, Dentsu has not revised the forecasts for the second and subsequent quarters announced on May 17, 2010.

Regarding the forecast of consolidated financial results, in relation to Dentsu's share of net income of Publicis Groupe S.A., an affiliated company accounted for by the equity method, Publicis Groupe S.A. does not disclose its forecast of financial results, and accordingly, Dentsu's equity in income of affiliated companies is forecast to be 4,282 million yen (after deducting 1,742 million yen for amortization of goodwill) based on the financial results of

Publicis Groupe S.A. for its fiscal year ended December 31, 2009. The average foreign exchange rate for the period from January 2010 to March 2010 of approximately 1 euro = 126 yen, the same rate used for other affiliated companies, has been applied.

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