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November 8, 2010

Dentsu to Establish Dentsu New Ideas as a New Business Base in Russia

Dentsu Inc. (TSE: 4324; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Dentsu New Ideas LLC, its newly established business base in Russia, will commence operations on November 9, 2010.

Although the Russian advertising market was significantly impacted by the global economic downturn in 2009, it is now showing a steady recovery, with a marked increase in client advertising activities.

Until now, the Dentsu Group has conducted its business operations in Russia through its subsidiary Dentsu Smart, providing services mainly to its Japan-based clients. By establishing a second base in Russia, the Dentsu Group aims to further enhance its presence in this key market.

With the establishment of Dentsu New Ideas, the Dentsu Group aims to not only provide a more extensive range of services to its Japan-based clients, but also to increase its business by developing new Russian domestic and global clients.

Nikita Morev, the General Director of the new company, said, "In Russia, Dentsu New Ideas will be known as "deni." This acronym is also a play on the word "deny." Denying the status quo and conventional norms, deni will offer a full range of services as a partner so that we can provide the optimum solutions to our respective clients."

According to the July 2010 edition of *Advertising Expenditure Forecasts* published by ZenithOptimedia, Russia's advertising market is forecast to rebound strongly from the major drop in 2009 and grow 20% in 2010, 18% in 2011 and 19% in 2012, year on year. The growth rate obtained by comparing the 2009 and 2012 figures is the world's fourth largest, and activities in this market are being closely watched. Advertising expenditures are forecast to grow to US\$10,800 million by 2012, making Russia the world's ninth-largest advertising market, following France and Italy but overtaking Canada and Spain.

Profile of Dentsu New Ideas (deni)

Company Name: Dentsu New Ideas LLC
Capital: RUB 3,500,000
Location: Moscow, Russia
Date of Establishment: November 2, 2010
Start of Operations: November 9, 2010
General Director: Nikita Morev
Number of Employees: 15

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