

FOR IMMEDIATE RELEASE

December 2, 2010

Dentsu Establishes New Sports Marketing Company, Dentsu Sports Asia, in Singapore

Dentsu Inc. (TSE: 4324; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Dentsu Sports Asia, Pte. Ltd., a new company established with the aim of strengthening and expanding the Dentsu Group's sports business in Asia, has begun operations in Singapore.

In addition to promoting international development of the content business domain as part of its global strategy, Dentsu has established sports business operations in key overseas locations. In September 2007, Dentsu established its European base, Dentsu Sports Europe, Ltd. in London. This was followed by the establishment in July 2009 of Dentsu Sports America, Inc. in New York as the strategic base for the expansion of Dentsu's sports business in the Americas. The addition of Dentsu Sports Asia to these two established bases will enable Dentsu to develop its sports business on an even wider global scale.

Acting as a link between Dentsu Inc. and other Dentsu Group companies, Dentsu Sports Asia will develop new sports business opportunities in Asia, a region that is showing remarkable growth. The new company will also collaborate with other Group companies throughout the world to market the rights to international sports events in Asia. In addition to marketing the rights to sports events such as the IAAF World Championships in Athletics, the FINA World Championships, the Asian Games and the East Asian Football Championship, Dentsu Sports Asia will plan and bid for the increasing number of international sports events held in Asia, as well as developing new sports content.

Details of the new company are shown on the following page.

Profile of Dentsu Sports Asia

Company Name: Dentsu Sports Asia, Pte. Ltd.
Capital: 1,500,000 Singapore dollars
Location: 77 Robinson Road, #24-01 Robinson 77, Singapore
068896, Singapore
Shareholding Ratio: Dentsu Inc. 100%
Date of Registration: September 22, 2010
Start of Operations: December 2, 2010
Company Directors: President & CEO: Kiyoshi Nakamura
(concurrently Director, Sports Division, Dentsu Inc.)
COO: Kunihito Morimura (Sports Division, Dentsu Inc.)
Number of Employees: 5
Principal Business: Gathering of sports-related information; sports event negotiations; marketing of broadcasting rights; development of sports content and marketing of those rights; planning and bidding for sports events; athlete endorsements; development of new content; production of television programs; development and marketing of hospitality programs

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