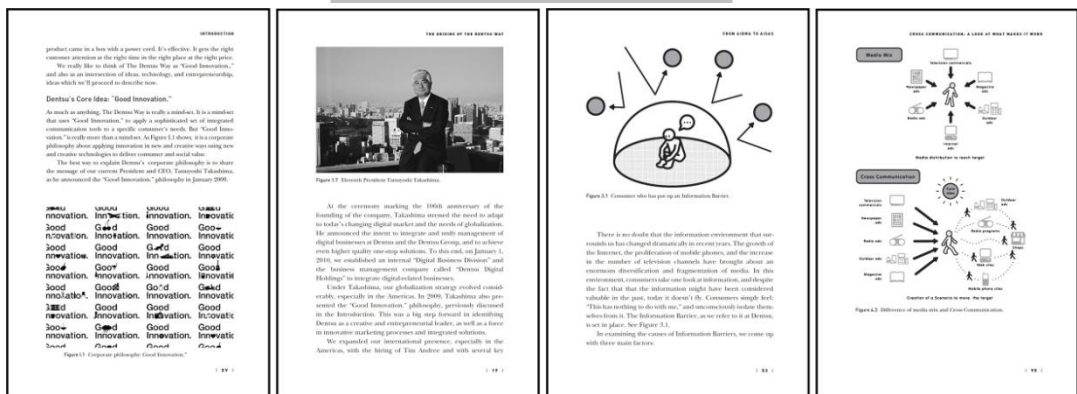
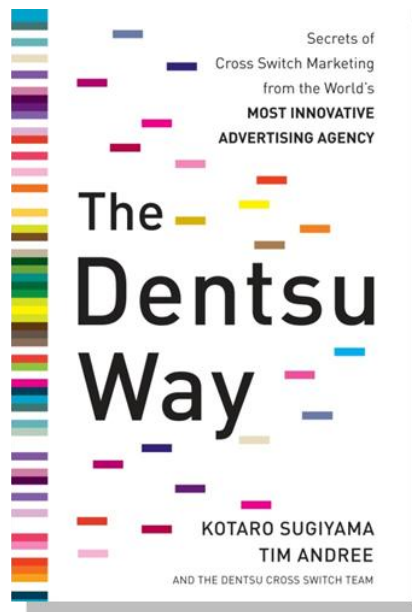


FOR IMMEDIATE RELEASE  
 December 17, 2010

**“The Dentsu Way” Hits Bookstores Today**  
**—Dentsu’s Proprietary Cross Switch Marketing Methodology Goes Global—**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the launch of a new book, “The Dentsu Way: Secrets of Cross Switch Marketing from the World’s Most Innovative Advertising Agency,” co-authored by Kotaro Sugiyama, a Senior Vice President and the Chief Creative Officer of Dentsu Inc., and Tim Andree, Dentsu’s first non-Japanese Executive Officer and the CEO of Dentsu Network West, with input from the Dentsu Cross Switch Team. Published by McGraw-Hill, “The Dentsu Way” hits bookstore shelves today throughout the English-speaking world (it has already been released online at selected websites worldwide).



Cross Switch refers to Dentsu's innovative, leading-edge implementation of Cross Communication, which the company defines as "the creation of scenarios to move targets and capture their hearts," to flip a switch in the consumer's mind. The Cross Switch model has universal characteristics that enable it to be used anywhere in the world.

The brainchild of the Cross Communication Development Project team, the Cross Switch approach was revealed for the first time in the book "Cross Switch: How Dentsu Creates Cross Communications," which was written in Japanese and published in Japan by Diamond Inc. in 2008. In addition to providing a comprehensive description of the Cross Switch strategy, "The Dentsu Way" gives an overview of the Dentsu Group's corporate philosophy embodied in the slogan "Good Innovation.," and the 110-year history of Dentsu Inc. This is the first time that such a definitive book on the Dentsu Group has been published in English.

In accordance with the Dentsu Group Medium-Term Management Plan that was announced in July last year, the Group has steadily accelerated its global strategies through several initiatives, including the establishment of Dentsu Network West in October this year to strengthen and expand its business in the Americas and Europe. Enhanced Group capabilities in these regions will contribute to the qualitative and quantitative expansion of services to existing clients, and the winning of new clients.

"The Dentsu Way" is expected to play an important role in the Group's future-oriented global expansion strategy, and will be translated into and published in other languages to facilitate widespread adoption of the Cross Switch methodology. "I believe that 'The Dentsu Way' will provide our current and future potential clients with the perfect opportunity to utilize Dentsu's unique Integrated Communication Design capabilities," said Sugiyama.

"'The Dentsu Way' offers English language audiences insight into our company's rich history, values and unique, media-neutral 'Cross Switch' planning strategies," said Andree, Executive Officer, Dentsu Inc., and CEO, Dentsu Network West. "We hope the book energizes the industry and academic dialogue, and stimulates Dentsu's profile among talented people looking for innovative thinking."

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