

FOR IMMEDIATE RELEASE

December 21, 2010

**Notice Regarding Transfer of a Portion of OPT Inc.  
Shares in Accordance with the  
Capital and Business Alliance Agreement between  
OPT Inc. and Culture Convenience Club Co., Ltd.**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter "Dentsu") and Dentsu Digital Holdings Inc. (President & CEO: Akira Sugimoto; hereinafter "DDH") announced today their approval of a capital and business alliance between OPT Inc. (hereinafter "OPT") and Culture Convenience Club Co., Ltd. (hereinafter "CCC"), and their decision to transfer to CCC a portion of the shares held by DDH (21,505 shares; 14.4% of the aggregate number of issued shares) in its affiliate OPT. The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending March 31, 2011 is expected to be minimal.

OPT proposed the capital and business alliance with CCC to Dentsu and DDH, citing as its aims the reciprocal provision of marketing services that make effective use of their respective business platforms, and the development of new services. Dentsu and DDH reached the decision to transfer a portion of the shares to CCC after determining that the proposed initiative would accelerate OPT's growth and contribute to enhanced corporate value. For further details regarding the capital and business alliance between OPT and CCC, please refer to their respective press releases also issued today.

Even after the transfer to CCC of a portion of the shares held by DDH in OPT, DDH will retain 20.42% of the aggregate number of issued shares and maintain its position as OPT's principal shareholder, while OPT will continue to be a Dentsu affiliate accounted for by the equity method. In addition, Dentsu, DDH and OPT have agreed to continue the Internet marketing field-related business alliance that was formed in 2005, and to promote closer cooperation. Specifically, the three companies will further strengthen their collaborative framework with regard to the provision of services to direct advertisers (see Note 1) and the leveraging of databases and technologies in the SEM (see Note 2) field.

**Note 1**

Direct advertiser: An advertiser who focuses on the direct acquisition of customers and sales of products and services via the Internet, telephone and other communication technologies

**Note 2**

SEM: Search Engine Marketing

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