

FOR IMMEDIATE RELEASE

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**Dentsu Inc. Net Sales for December Up 6.3% YoY**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that its non-consolidated net sales for December 2010 showed a year-on-year increase of 6.3%.

PR spokesperson Shusaku Kannan said, "Adspend continued to grow and was up in 15 categories out of 20, with Government/Organizations, Beverages/Cigarettes, Cosmetics/Toiletries and Home Electric Appliances/AV Equipment contributing the most to the increase in sales. Net sales for the third quarter (October to December 2010) showed a year-on-year increase of 8.0%, while cumulative net sales for the nine months ended December 31, 2010 showed a year-on-year increase of 8.4%."

<b>December Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	126,471	106.3

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	11,247	107.9
Magazines	3,051	96.7
Radio	1,671	93.7
Television	58,066	102.0
Interactive Media	5,300	130.8
OOH Media	4,041	121.0
Creative	15,494	120.1
Marketing/Promotion	17,429	108.5
Others	10,168	98.6

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	103,860	105.8
Kansai Branch Office	19,340	108.7
Chubu Branch Office	3,271	109.6

- \* The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.
- \* Television includes both program sponsorship and spot advertising.
- \* Interactive Media consists of Internet and mobile media advertising.
- \* OOH (Out Of Home) Media consists of transit advertising, outdoor advertising, advertising inserts, flyers, DM, etc.
- \* Others includes satellite and other media, media planning, sports marketing, entertainment business and other content.

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