

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for January 2011 Up 10.7% 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 January 2011 showed a double-digit year-on-year growth of 10.7%. PR spokesperson Shusaku Kannan said, "Adspend was up in 14 categories out of 20. The top three categories in terms of year-on-year increases were Information/Communications, Government/Organizations and Home Electric Appliances/AV Equipment. If we look at the year-on-year change in net sales by business category, Television was up 11.5% thanks to the soaring demand for commercial spots, Interactive Media saw an increase of 28.8%, and OOH Media showed a high growth rate of 60.4%."

January Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	99,922	110.7

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	10,778	105.0
Magazines	1,826	86.4
Radio	1,474	101.1
Television	46,547	111.5
Interactive Media	3,459	128.8
OOH Media	3,865	160.4
Creative	10,514	106.3
Marketing/Promotion	11,544	106.1
Others	9,911	112.7

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	82,048	110.9
Kansai Branch Office	15,272	114.3
Chubu Branch Office	2,601	88.4

- * 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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