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February 10, 2011

## Dentsu Announces Change in Representative Director

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today a change in representative director following a resolution at the meeting of its Board of Directors convened earlier in the day at its Head Office in Tokyo. Tadashi Ishii will become the new Representative Director, while Tatsuyoshi Takashima, the current Representative Director, will become the Chairman of Dentsu Inc.

### Reason for the Changes

Two years ago, at a structural turning point in the business environment, Dentsu announced "Dentsu Innovation 2013"—a new Group medium-term management plan for fiscal years 2009–2013. Since then, the Group has promoted various management reforms directed at realizing growth for the next generation in the global, digital and other arenas.

March 31, 2011 will mark the end of the second year of the five-year plan, and Group initiatives such as the strengthening of the management foundation have borne tangible fruit. As the mid-term management plan enters its third year, and faced with the need to address new issues, Dentsu decided to establish a new management system by appointing a new representative director.

From here on, as a partner to client corporations, media and content companies and to society at large, Dentsu aims to achieve the goals of Dentsu Innovation 2013 and ensure further growth and development of the Group through enhanced solution-delivering capabilities and the realization of innovations.

### Names and Positions of Current and New Representative Directors

Name	Current Position	New Position
Tatsuyoshi Takashima	Representative Director	Chairman
Tadashi Ishii	Director	Representative Director

### Proposed Date of Appointment

April 1, 2011

## Brief Biographical Profile of the New Representative Director



<b>Name:</b>	Tadashi Ishii
<b>Date of birth:</b>	March 10, 1951
<b>Place of birth:</b>	Tokyo, Japan
<b>Business Career:</b>	
April, 1973	Joined Dentsu; assigned to the International Advertising Division
September, 1978	Moved to the Account Management Division
October, 1991	Senior Manager, Account Management Division
June, 1999	Director, Account Management Division
June, 2002	Executive Officer; Deputy Managing Director, International Headquarters
June, 2004	Senior Executive Officer; Deputy Managing Director, International Headquarters
June, 2006	Managing Director/Member of the Board; Managing Director, Account Group Management Headquarters
June, 2008	Managing Director/Member of the Board
April, 2009	Director, Executive Vice President (current position)
<b>Education:</b>	Sophia University; graduated from the Department of Hispanic Studies, Faculty of Foreign Studies, in March 1973
<b>Number of Dentsu shares held:</b>	13,536 (as of the end of January, 2011)

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