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## **Dentsu and Facebook® Announce Agreement to Support Advertisers in Japan**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter "Dentsu") and Facebook, Inc. (CEO: Mark Zuckerberg; Headquarters: Palo Alto, California, USA; hereinafter "Facebook") announced today an agreement under which Dentsu will become the official representative of Facebook's sales and marketing support to companies in Japan.

Under this agreement, Dentsu, as Facebook's official ad sales representative in the Japanese market, will provide consultation on effective Facebook Page (see Note 1) development, exclusively market Facebook Premium Ads, and offer new marketing strategies utilizing Facebook that are tied into ad placements in the mass media to advertisers in Japan.

"Dentsu will be a valuable partner for us as we seek to support marketers in Japan to connect and engage with their customers," said Blake Chandlee, Vice President & Commercial Director, Asia Pacific, Latin America, and Emerging Markets, Facebook. "Dentsu understands the unique social marketing opportunity on Facebook, and will work directly with brands here to help them create and implement campaigns that will impact their businesses in meaningful ways."

"As communication styles diversify, social networking, which directly connects consumers to other consumers, has become a vital communications medium in the world today," said Dentsu Executive Officer Akira Sugimoto. "I believe that our collaboration with Facebook will play a key role in our initiatives to further strengthen links between consumers and corporations."

Facebook has more than 500 million users worldwide, and many brands and businesses around the world are already integrating Facebook as part of their marketing activities. Campaigns in which advertisements in Facebook are linked to a wide variety of advertisements in the mass media are becoming increasingly apparent.

Through this alliance, Dentsu will propose and implement new communications strategies and marketing activities utilizing the Facebook platform to advertisers and media companies, in addition to creating new advertising models that will generate new revenue streams.

cyber communications inc. (President & CEO: Hideyuki Nagasawa; Head Office: Tokyo; hereinafter "cci"), a subsidiary of Dentsu Inc., will act as the media representative for sales of advertising space on Facebook.

Looking forward, the Dentsu Group will provide optimal solutions for the new marketing activities required by companies in this age of social communication.

The main points of the agreement are as follows.

#### **Main points of the business collaboration agreement**

1. As Facebook's official ad sales representative in the Japanese market, Dentsu will obtain from Facebook the latest technical information and examples of how to use the services, and will provide consulting services to advertisers and media companies.
2. With the cooperation of Facebook, Dentsu will create Facebook Pages that maximize the platform's functions in order to provide added value to advertisers and media companies.
3. Dentsu will have exclusive sales rights to the premium advertising space on Facebook for a one-year period from February 18, 2011, and will develop new advertising strategies in Japan that link advertisements in the mass media (such as television, newspapers, magazines and radio) with advertisements on Facebook.
4. Utilizing the technical support provided by Facebook, Dentsu will develop new plans and business related to advertisements and promotions that utilize the Facebook platform.
5. Dentsu will proactively incorporate into its proposals to clients Facebook Premium Ads with social context (see Note 2) that Facebook currently offers.

#### **Note 1**

##### **Facebook Page**

Facebook Pages are for organizations, businesses, brands, celebrities, and bands to broadcast information in an official, public manner to people who choose to connect with them. Similar to profiles, Facebook Pages can be enhanced with applications that help the entity communicate and engage with their audiences, and capture new audiences virally through friend recommendations, News Feed stories, Facebook events, and beyond.

**Note 2****Facebook Premium Ads with Social Context**

Facebook Premium Ads run with 100% share of voice, and may include any of the following: polls, events, likes, and videos. Facebook ads show when your friends on Facebook have liked or interacted with a certain brand or product. This makes the ads more personalized to individuals and more effective for advertisers.

**About Facebook, Inc.**

Founded in February 2004, Facebook's mission is to give people the power to share and make the world more open and connected. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is a privately held company and is headquartered in Palo Alto, California.

Facebook® is a registered trademark of Facebook Inc.

**About Dentsu Inc.**

Founded in 1901, Dentsu Inc. has held the position of the world's largest single-brand agency for almost 40 years. Through its unique "Integrated Communication Design" approach, Dentsu offers multinational clients the most comprehensive range of advertising and marketing services in the industry. While continuing to pursue innovation in the digital arena, Dentsu is active in the production and marketing of sports movies, anime and other entertainment content on a global scale. The Dentsu Group has more than 6,000 clients and close to 20,000 employees worldwide.

For more information, please visit: <http://www.dentsu.com/>.

**About cyber communications inc.**

cci, established in 1996 as a subsidiary of Dentsu Inc. in the early stages of the online advertising market in Japan, has led the market's growth. cci established the business model whereby, as a media representative, it makes connections between thousands of online media and advertising agencies in Japan. cci describes itself as a total interactive, one-stop marketing service company that provides various services regarding Internet advertising such as media planning, ad serving technology, ad creative service and market analysis.

For more information, please visit: <http://www.cci.co.jp/en/overview/>.

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