

FOR IMMEDIATE RELEASE

March 7, 2011

Dentsu Inc. Net Sales for February 2011 Up 2.3% 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 February 2011 showed a year-on-year growth of 2.3%. PR spokesperson Shusaku Kannan said, "Adspend was up in 12 categories out of 20, with Pharmaceuticals/Medical Supplies and Information/Communications leading the growth. Since last February's results included Winter Olympic Games-related earnings, we were expecting negative year-on-year growth. We are therefore pleased to report that net sales ended up 2.3% higher than the previous year's figure. Demand for TV spots remained strong, and the Interactive Media, OOH Media and Marketing/Promotion business categories all showed double-digit growth."

February Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	108,129	102.3

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	9,110	94.4
Magazines	3,204	93.3
Radio	1,510	97.9
Television	51,231	98.5
Interactive Media	3,758	117.1
OOH Media	3,250	117.7
Creative	14,221	103.8
Marketing/Promotion	14,318	124.3
Others	7,522	94.8

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	90,291	102.7
Kansai Branch Office	15,336	98.1
Chubu Branch Office	2,501	113.1

- * 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.

Contact: Shusaku Kannan, Senior Manager, Corporate Communications Division

Telephone: (813) 6216-8042; E-mail: s.kannan@dentsu.co.jp