

FOR IMMEDIATE RELEASE  
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## Dentsu Inc. Net Sales for March 2011

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that its non-consolidated net sales for March 2011 showed a year-on-year decrease of 7.4%. PR spokesperson Shusaku Kannan said, "Adspend was up in only eight categories out of 20, due to the postponement or cancellation of campaigns by advertisers affected by the Great East Japan Earthquake which occurred on March 11."

<b>March Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	145,221	92.6

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	11,059	67.9
Magazines	4,508	88.2
Radio	1,559	89.1
Television	61,092	93.7
Interactive Media	5,663	104.4
OOH Media	4,672	91.6
Creative	26,535	112.0
Marketing/Promotion	21,161	89.4
Others	8,970	85.1

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	119,502	94.9
Kansai Branch Office	21,285	82.8
Chubu Branch Office	4,433	85.5

- \* 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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