

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for April 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 April 2011 showed a year-on-year decrease of 6.4%. PR spokesperson Shusaku Kannan said, "Adspend was up in only nine categories out of 20. While the Kansai and Chubu branch offices both showed year-on-year increases, the postponement or cancellation of campaigns due to the impact of the Great East Japan Earthquake resulted in lower-than-expected earnings by the Tokyo Head Office."

| April Earnings Results | (Millions of yen) | (Comparison with previous year, %) |
|-------------------------------|-------------------|------------------------------------|
| Non-Consolidated Net Sales | 98,409 | 93.6 |

| <Breakdown of Net Sales by Business Category> | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|------------------------------------|
| Newspapers | 7,181 | 86.9 |
| Magazines | 2,790 | 82.3 |
| Radio | 1,502 | 106.9 |
| Television | 51,375 | 96.8 |
| Interactive Media | 2,468 | 106.0 |
| OOH Media | 4,027 | 86.3 |
| Creative | 13,068 | 95.7 |
| Marketing/Promotion | 9,437 | 77.6 |
| Others | 6,557 | 106.9 |

| <Breakdown of Net Sales by Business Office> | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|------------------------------------|
| Tokyo Head Office | 79,753 | 92.0 |
| Kansai Branch Office | 15,762 | 101.6 |
| Chubu Branch Office | 2,893 | 101.8 |

- * 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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