

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for May 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 May 2011 showed a year-on-year decrease of 12.1%. PR spokesperson Shusaku Kannan said, "Adspend was up in only seven categories out of 20, due to the postponement or cancellation of campaigns by advertisers affected by the Great East Japan Earthquake. The main industry categories contributing to the decline were Automobiles/Related Products, Information/Communications, Home Electric Appliances/AV Equipment and Beverages/Cigarettes."

May Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	89,482	87.9

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,170	83.0
Magazines	1,786	73.7
Radio	1,470	88.3
Television	46,554	86.3
Interactive Media	3,091	106.6
OOH Media	2,789	96.9
Creative	9,368	80.2
Marketing/Promotion	11,604	97.4
Others	5,646	98.6

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	73,134	88.5
Kansai Branch Office	14,436	85.1
Chubu Branch Office	1,912	86.5

- * 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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