

FOR IMMEDIATE RELEASE

July 4, 2011

Dentsu Announces the Establishment of Management and Business Strategy Consulting Company XrossFace Inc. for Japanese Corporations Developing Operations in China

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the establishment of XrossFace Inc. (hereinafter "XrossFace"), a management and business strategy consulting company that will provide support to clients who are developing business operations mainly in China. XrossFace commenced operations in Tokyo today, and a subsidiary will be established in Shanghai within the year.

Many Japanese corporations are developing business operations in China in the face of keen competition from both local and global enterprises, and they share a strong need to revamp their management strategies and business models, as well as to review their business and organizational systems.

With this situation in mind, the Dentsu Group decided to establish XrossFace to strengthen the support system for Japanese companies operating in China whose needs are extensive. In addition to support for advertising and other marketing practices, services provided will include planning related to expansion of operations in China, project execution and practical support, market environment analysis, review of brand positioning and other business strategies, and assistance with the implementation of various operations.

The impact of this transaction on Dentsu's consolidated and non-consolidated financial results for the fiscal year ending March 31, 2012 is expected to be minimal.

Details of the new company are shown on the following page.

Profile of XrossFace Inc.

Company Name: XrossFace Inc.
Location: Ark Mori Building, 1-12-32, Akasaka, Minato-ku, Tokyo
(XrossFace will conduct business in Tsukiji, Chuo-ku, Tokyo until September 2011)
Capital: 100 million yen
Shareholding Ratio: Dentsu Inc. 100%
Date of Establishment: July 1, 2011 (Start of operations: July 4, 2011)
Representatives: President & Representative Director: Kunihiro Matsushima
Director & COO: Yasunori Nagami
Number of Employees: 8
Principal Business: Management and business strategy consulting

#####

Contact: Shusaku Kannan
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp