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July 8, 2011

Dentsu, Dentsu Digital Holdings and ASATSU-DK Conclude a Basic Agreement to Establish a Joint Venture in the Digital Business Domain

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Minato-ku, Tokyo; Capital: 58,967.1 million yen; hereinafter "Dentsu") and Dentsu Digital Holdings (President & CEO: Ryuhei Akiyama; Head Office: Minato-ku, Tokyo; hereinafter "DDH") today concluded a basic agreement with ASATSU-DK Inc. (Tokyo: 9747; President and Group CEO: Yoji Shimizu; Head Office: Chuo-ku, Tokyo; hereinafter "ADK") to establish a joint venture between DDH and ADK for the purpose of collaboration in the digital business domain. In accordance with the terms of the agreement, the three parties will henceforth hold discussions to determine the particulars required to establish the new company and start operations within fiscal 2011.

Through the establishment of this new joint venture, ADK aims to realize enhanced operational functionality and efficiency in its digital business domain, while DDH and ADK plan to conduct research in order to develop next-generation business models.

Since Dentsu and ADK will maintain and strengthen their respective client services functions to promote digital business, their current competitive relationship will continue into the future.

Profile of the new company

Company Name:	To be determined
Location:	To be determined
Start of Operations:	Within fiscal 2011 (tentative)
Executives:	The Representative Director will be dispatched by ADK
Capital:	To be determined
Shareholding Ratio:	ADK: 51%, DDH: 49% (tentative)

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