

FOR IMMEDIATE RELEASE

July 27, 2011

**Dentsu, Dentsu Digital Holdings and ASATSU-DK
Conclude an Agreement to Establish
ADK Digital Communications Inc.,
an Internet Advertising Media Representative**

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 an agreement with ASATSU-DK Inc. (Tokyo: 9747; President and Group CEO: Yoji Shimizu; Head Office: Chuo-ku, Tokyo; hereinafter "ADK") to establish ADK Digital Communications Inc. (hereinafter "ADDC"), an Internet advertising media representative, as a joint venture between DDH and ADK.

In accordance with the terms of the agreement, the three parties will henceforth hold discussions with a view to establishing the new company on August 1 and starting operations on October 1, 2011.

Through cooperation with the DDH Group, ADDC aims to streamline media operations services.

With ADDC at the core, the DDH Group and ADK plan to further collaborate in activities such as conducting research related to the development of next-generation business models in the digital business domain as a whole.

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

Profile of the new company

Company Name:	ADK Digital Communications Inc.
Location:	13-1, Tsukiji 1-chome, Chuo-ku, Tokyo Within the ADK Shochiku Square building
Date of Establishment:	August 1, 2011 (tentative)
Start of Operations:	October 1, 2011 (tentative)
President and Representative Director:	Jikai Toshima (currently Division Director, Newspapers Media Division, ADK Media Contents Center)
Capital:	100 million yen
Shareholding Ratio:	ADK: 51%, DDH: 49%
Number of Employees:	50 (at time of establishment, tentative)

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