

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for July 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 July 2011 showed a year-on-year decrease of 14.2%. PR spokesperson Shusaku Kannan said, "Although we posted a decrease, this can be attributed to the fact that last July's results were boosted by the FIFA World Cup™. The advertising market is steadily recovering, with bright spots such as demand for TV advertising bouncing back to the previous year's level. Adspend was up in 10 of the 20 industry categories, with 7 of these registering double-digit growth."

July Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	111,288	85.8

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	9,447	98.7
Magazines	2,429	88.4
Radio	1,657	91.3
Television	58,122	100.0
Interactive Media	3,481	114.1
OOH Media	4,057	115.7
Creative	11,641	103.1
Marketing/Promotion	13,171	95.6
Others	7,278	28.3

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	90,479	82.1
Kansai Branch Office	18,031	110.8
Chubu Branch Office	2,777	88.8

- * 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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