

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for August 2011 up 4.2% YoY

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 August 2011 showed a year-on-year increase of 4.2%. PR spokesperson Shusaku Kannan said, "Buoyed by the upswing in the advertising market, Dentsu achieved positive year-on-year growth for the first time since February. Government/Organizations, Real Estate/Housing Facilities, Distribution/Retailing and Information/Communications were among the main industry categories contributing to the increase."

August Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	97,601	104.2

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,455	112.6
Magazines	2,540	88.6
Radio	1,361	92.7
Television	46,609	101.4
Interactive Media	3,125	101.8
OOH Media	3,044	121.8
Creative	14,025	116.0
Marketing/Promotion	13,208	102.7
Others	6,230	100.3

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	80,318	104.8
Kansai Branch Office	15,123	104.5
Chubu Branch Office	2,159	84.8

- * 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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