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Dentsu Inc. Net Sales for September 2011 up 12.6%

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 September 2011 showed a year-on-year increase of 12.6%. PR spokesperson Shusaku Kannan said, "Advertising demand is continuing its upward momentum. Adspend was up in 14 of the 20 industry categories, with 9 categories showing double-digit growth. Information/Communications, Automobiles/Related Products, Distribution/Retailing and Beverages/Cigarettes were the sectors contributing the most to the increase in sales."

September Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	138,704	112.6

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	9,739	94.4
Magazines	4,254	98.2
Radio	1,313	85.1
Television	55,274	107.2
Interactive Media	4,818	119.5
OOH Media	4,295	114.8
Creative	22,047	112.8
Marketing/Promotion	21,242	112.6
Others	15,718	170.3

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	115,166	115.9
Kansai Branch Office	20,324	97.7
Chubu Branch Office	3,213	107.0

- * 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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