

FOR IMMEDIATE RELEASE

October 26, 2011

**The Dentsu Group and Microsoft Japan
Reach Basic Agreement on a Business Alliance
in the Social Media Marketing Domain**

*—Introducing "sociobridge" content management system (CMS) for Facebook® as an
initial solution offering—*

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter "Dentsu"), Dentsu Razorfish (President & CEO: Hidetoshi Tokumaru; Head Office: Tokyo, hereinafter "DRF") and Microsoft Japan Co., Ltd. (President & CEO: Yasuyuki Higuchi; Head Office: Tokyo; hereinafter "Microsoft Japan") announced today that the three companies have reached a basic agreement on a business alliance in the social media marketing (see Note 1) domain.

In order to invigorate the social media marketing market in Japan, the Dentsu Group will offer advertisers low-cost yet powerful social media marketing solutions built and operated on Microsoft's cloud computing platform, Windows Azure™ Platform (see Note 2). Advertisers can select the right scale of system that fits their marketing needs, and thereby reduce the costs and resources required for building and operating their own systems.

Under the terms of the agreement, Dentsu will provide the advertising communications planning and design services, and DRF will establish and maintain support for the social media marketing solutions developed by the alliance. Microsoft Japan will provide the platform and development resources for the solutions. The Dentsu Group will initially launch the solutions in the Japanese market and then will expand to other markets around the world.

The alliance's first solution offering is the content management tool developed for Facebook and other social networking services (hereinafter "sociobridge") by Reed Rex Corp. with development support provided by DRF and Microsoft Japan. DRF will

be the general sales representative, and, starting from today, will market sociobridge as a custom application development environment (see Note 3) and a social media marketing solution. DRF will also provide support services for its implementation.

A pressing issue addressed by companies in Japan who are using Facebook for their marketing activities is the lack of tools and solutions to ensure steady, low-cost operation once a Facebook Page (see Note 4) has been set up. The sociobridge CMS is designed to stimulate activity in the social media marketing market through the provision of functions at a price point that meets the needs of corporate users in Japan.

The sociobridge tool is an easy-to-understand interface for corporate Facebook Page beginners. In addition to basic functions such as posting, approving and monitoring of posts, it provides several applications that enable easy customization of Facebook Pages. Priced at only 85,000 yen per month, sociobridge is expected to make a major contribution to the social media marketing market in Japan. Further details are provided on the sociobridge website: <http://www.sociobridge.jp>.

In February of this year, Dentsu and Facebook announced an agreement under which Dentsu became the official representative of Facebook's sales and marketing support to companies in Japan, and, as Facebook's official ad sales representative in the Japanese market, obtains the latest technical information from Facebook and examples of how to use the services. Through this business alliance with Facebook, sociobridge will provide a sophisticated system implementation and stable service. Looking forward, with the cooperation of Microsoft Japan, Dentsu aims to provide multilingual support for various other media in addition to Facebook, and expand the range of services provided by this social medial management tool globally.

Note 1

Social media marketing

Social media marketing refers to marketing activities that utilize social media such as SNS (the abbreviation used for "social network services," community websites such as Facebook that promote and support the building of links between people) and blogs. Companies create their own corporate communities in these social media, and, while deepening relationships with the people who gather in the communities, implement

various sales promotion measures, as well as measures to attract people to their sites.

Note 2

Windows Azure Platform

The Windows Azure Platform is Microsoft's public cloud service that provides computing resources from Microsoft data centers via the Internet. In addition to allowing users to utilize only the computing resources that they need, the service provides seamless integration into the cloud of the server and software currently being used in a company's operating environment. The Windows Azure operating system supports a wide range of languages including Microsoft.NET, Java, PHP and Ruby.

Note 3

Custom application development environment

Facebook Pages come pre-installed with several applications, including Info, Wall, Photos and Videos. These are referred to as default applications. Custom applications are applications created independently by companies for their respective Facebook Pages.

The custom application development environment is an environment that provides the functions required to develop a custom application in a single interface.

Note 4

Facebook Page

Facebook Pages are for organizations, businesses, brands, celebrities, and bands to broadcast information in an official, public manner to people who choose to connect with them. Similar to profiles, Facebook Pages can be enhanced with applications that help the entity communicate and engage with their audiences, and capture new audiences virally through friend recommendations, News Feed stories, Facebook events, and beyond.

Overview of the sociobridge CMS

Description: An integrated management tool for Facebook Pages, sociobridge is equipped with functions that enable the management and monitoring of posts made to Facebook Pages, creation of custom tabs and the building in of simple applications.

Start of service: October 26

Prices

Initial setup charge: 85,000 yen

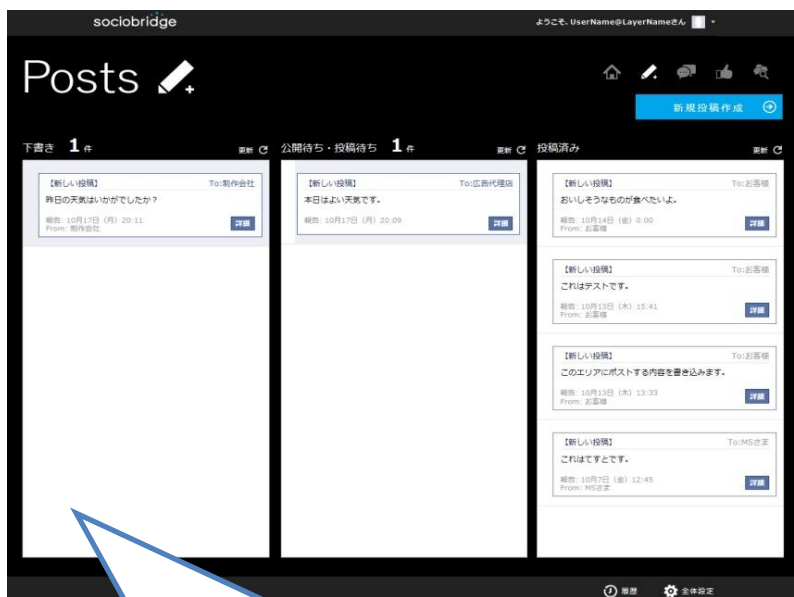
Standard plan: 85,000 yen per month

Screen Examples

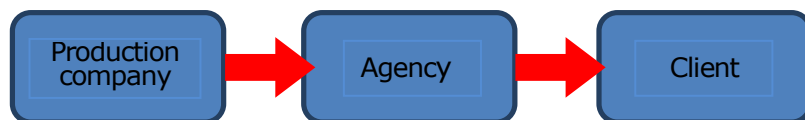
Initial screen



Post management screen



Implement operations management escalation functions tailored to actual Facebook Page operations



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Company Profiles

Dentsu: <http://www.dentsu.com/>

Dentsu Razorfish: <http://www.dentsu-razorfish.com/#!/blog/blog/profile/144>

Microsoft Japan: <http://www.microsoft.com/japan/presspass/cp/outline.aspx>

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