

FOR IMMEDIATE RELEASE

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## Dentsu Inc. Net Sales for October 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 October 2011 showed a year-on-year increase of 0.1%. PR spokesperson Shusaku Kannan said, "Adspend was up in 8 of the 20 industry categories, with 6 categories showing double-digit growth. Distribution/Retailing, Information/Communications and Cosmetics/Toiletries were the sectors that contributed the most to the net sales growth."

<b>October Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	117,443	100.1

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	9,514	82.9
Magazines	3,952	104.8
Radio	1,295	93.6
Television	58,987	102.7
Interactive Media	3,791	109.6
OOH Media	3,928	123.9
Creative	14,578	103.4
Marketing/Promotion	11,354	73.9
Others	10,041	139.4

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	94,127	97.1
Kansai Branch Office	20,091	115.0
Chubu Branch Office	3,224	111.1

- \* 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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