

FOR IMMEDIATE RELEASE

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## Dentsu Inc. Net Sales for November 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 November 2011 showed a year-on-year decrease of 1.8%. PR spokesperson Shusaku Kannan said, "Although the results were lower than last November's level, cumulative sales are still ahead of our forecast for the second half of 2011. Adspend was up in 9 of the 20 industry categories, with 7 categories showing double-digit growth. Distribution/Retailing, Automobiles/Related Products and Hobbies/Sporting Goods were the sectors that contributed the most to this month's sales results."

<b>November Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	124,972	98.2

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	10,027	86.5
Magazines	3,559	91.0
Radio	1,494	93.5
Television	63,164	100.4
Interactive Media	4,176	95.6
OOH Media	4,115	104.5
Creative	16,153	110.3
Marketing/Promotion	14,242	77.0
Others	8,038	137.7

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	101,896	99.9
Kansai Branch Office	20,583	91.1
Chubu Branch Office	2,492	92.6

- \* 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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