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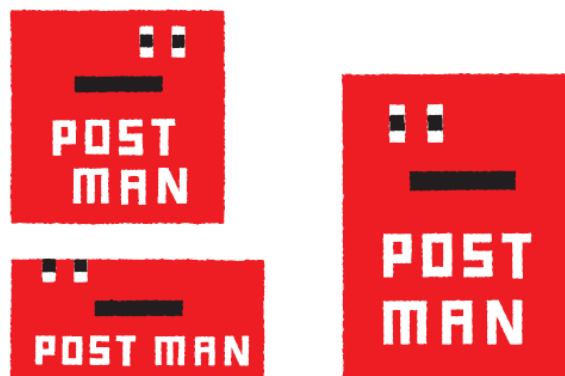
December 8, 2011

## Dentsu Announces the “Postman” SNS Mail Delivery Service

*—New Facebook® application to send greeting cards to friends around the world is the initial service offering—*

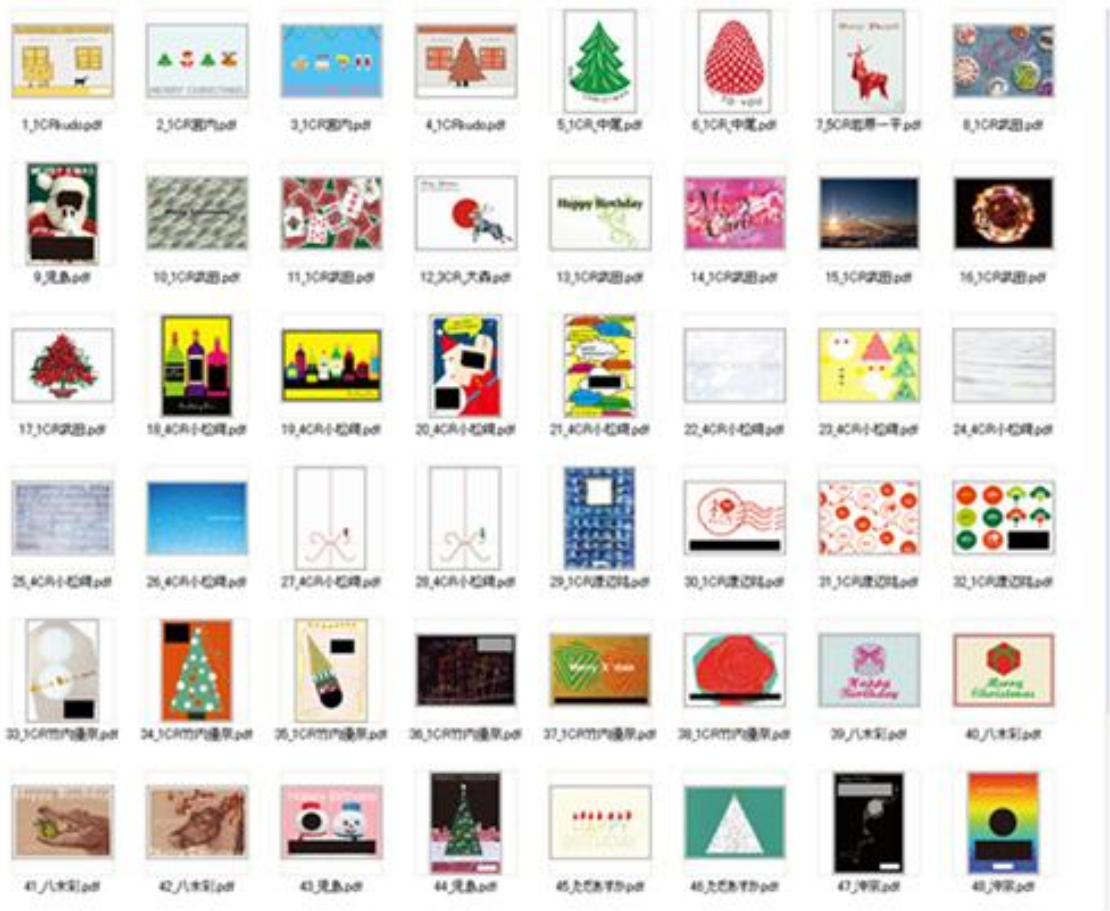
Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter “Dentsu”) announced today that its new “Postman” mail delivery service developed in collaboration with Japan Post Service Co., Ltd. is now available in English<sup>1</sup> on the <https://www.facebook.com/postman.jp/> Facebook Page (the Japanese version was launched on November 25). The Facebook Page was developed using the technical support provided by Facebook under the terms of the business alliance between Dentsu and Facebook announced in February of this year.

“Postman” allows people to send various greeting cards via the Facebook social networking service (SNS) to friends and acquaintances around the world whose postal addresses are not known. Dentsu plans to expand this service in the near future to encompass Twitter and other social networking services. Smartphone (both Android and iPhone) applications will also be available to provide impetus and promote utilization of the service. Dentsu also plans to introduce a new gift delivery service next spring that utilizes Facebook and other SNS, providing a new advertising and promotional initiative that integrates the digital and logistics domains.



Postman: Delivering Happiness

<sup>1</sup> The page will always be displayed in English unless Japanese has been selected as the display language.



A selection of the postcards and greeting cards designed by Dentsu art directors

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