

FOR IMMEDIATE RELEASE

January 10, 2012

Dentsu Announces Acquisition of U.S. Ad Agency ML Rogers by Dentsu America

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Dentsu America LLC, a company under the umbrella of Dentsu Network West (hereinafter "DNW"), a dynamic, collaborative collective of Dentsu-owned companies in North America, Latin America, Europe and Australia, has entered into an agreement with U.S. advertising agency ML Rogers, LLC (CEO: Mike Rogers; Headquarters: New York; hereinafter "MLR") whereby MLR will be acquired by and merged into Dentsu America.

In order to accelerate its global growth strategy, the Dentsu Group has been focusing on winning local clients worldwide to add to its roster of Japanese clients. Dentsu America's current client roster comprises mainly Japanese clients, and its absorption of MLR will further enhance the agency's competitive strength as a global player. With an expanded and stable client portfolio, Dentsu America aims to undertake further initiatives that will further solidify its financial base.

David Cameron, DNW's Chief of Strategic Development, has been named the CEO of the new merged entity, Dentsu America.

The impact of this transaction on Dentsu's consolidated and non-consolidated financial results for the fiscal year ending March 31, 2012 is expected to be minimal.

A profile of ML Rogers is provided on the following page.

Profile of ML Rogers

Company Name: ML Rogers, LLC
http://www.mlrogersagency.com/
Location: New York City, New York, USA
Year of Establishment: 2004
Revenues: 6.32 million U.S. dollars (fiscal 2010 results)
Business Category: Advertising agency
Representative: Mike Rogers (CEO)
Number of Employees: 18 (as of December 2011)

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