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Dentsu Inc. Net Sales for December 2011 Up 8.4% YoY

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 December 2011 showed a year-on-year increase of 8.4%.
PR spokesperson Shusaku Kannan said, "Adspend continued to grow and was up in 15 categories out of 20, with 8 categories showing double-digit growth. Non-consolidated net sales for the third quarter (October–December 2011) increased 2.3% compared with the same period of the previous fiscal year."

December 2011 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	137,107	108.4

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	10,682	95.0
Magazines	3,330	109.1
Radio	1,638	98.0
Television	61,205	105.4
Interactive Media	6,149	116.0
OOH Media	4,576	113.2
Creative	15,263	98.5
Marketing/Promotion	21,173	121.5
Others	13,088	128.7

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	116,106	111.8
Kansai Branch Office	17,924	92.7
Chubu Branch Office	3,077	94.1

- * 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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