

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for January 2012

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 January 2012 showed a year-on-year increase of 0.5%. PR spokesperson Shusaku Kannan said, "Since the January 2011 figure was up 10.7% year on year, the fact that we were able to achieve further growth this year was significant. Adspend was up in 10 categories out of 20, with 6 categories showing double-digit growth. Distribution/Retailing, Cosmetics/Toiletries and Automobiles/Related Products were the sectors that contributed the most to the increase in sales."

January 2012 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	100,393	100.5

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	10,834	100.5
Magazines	1,654	90.6
Radio	1,286	87.2
Television	46,189	99.2
Interactive Media	2,837	82.0
OOH Media	4,098	106.0
Creative	11,868	112.9
Marketing/Promotion	11,700	101.3
Others	9,925	100.1

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	82,010	100.0
Kansai Branch Office	15,731	103.0
Chubu Branch Office	2,652	101.9

- * 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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