

FOR IMMEDIATE RELEASE

March 7, 2012

## Dentsu Inc. Net Sales for February 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 February 2012 showed a year-on-year decrease of 0.6%. PR spokesperson Shusaku Kannan said, "Although the results were marginally lower than last February's, they still exceeded our projected net sales for the month. Adspend was up in 9 categories out of 20, with 5 categories—Distribution/Retailing, Finance/Insurance, Cosmetics/Toiletries, Automobiles/Related Products and Food Services/Other Services—showing double-digit growth."

<b>February 2012 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	107,453	99.4

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	9,004	98.8
Magazines	2,924	91.3
Radio	1,373	90.9
Television	50,688	98.9
Interactive Media	3,899	103.7
OOH Media	3,822	117.6
Creative	14,570	102.5
Marketing/Promotion	13,457	94.0
Others	7,712	102.5

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	89,513	99.1
Kansai Branch Office	15,680	102.2
Chubu Branch Office	2,259	90.3

- \* 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.

**Contact: Shusaku Kannan, Senior Manager, Corporate Communications Division**

**Telephone: (813) 6216-8042; E-mail: s.kannan@dentsu.co.jp**