

FOR IMMEDIATE RELEASE

March 27, 2012

Dentsu Media Malaysia to Begin Operations in April

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has established a new media agency, Dentsu Media Malaysia, to expand its media operations and enhance the Dentsu Group's presence in the growing Malaysian market¹. The new company will begin operations in April.

As part of the Group's growth strategy to date, Dentsu has established a network of media agencies, known as the Dentsu Media network, in Taiwan, Thailand, China, Indonesia, Singapore, India, Korea, Hong Kong and Vietnam, to strengthen and expand the Group's media business operations in Asia. Dentsu Media Malaysia will become the media network's tenth agency. A wholly owned subsidiary of Dentsu Inc., the new company will become a core element of the Group's media business in the Malaysian market.

By fully leveraging Dentsu Inc.'s media services expertise (planning methods, analysis tools and digital business expertise, as well as sports and entertainment content resources), Dentsu Media Malaysia will work in collaboration with Dentsu's two local brand agencies, Dentsu Malaysia and Dentsu Utama, to enhance full-service capabilities, provide a higher level of integrated solutions to clients, and contribute to the further growth and expansion of the Dentsu Group in Malaysia. Together they will proactively develop services that are directed toward the acquisition of new regional and local clients in addition to Japanese clients. Profiles of the three companies are provided on the following page.

The impact of this strategy on Dentsu's consolidated and non-consolidated financial results for the fiscal years ending March 31, 2012 and March 31, 2013 is expected to be minimal.

¹ According to the March 2012 edition of *Advertising Expenditure Forecasts* published by ZenithOptimedia, the size of Malaysia's advertising market in 2011 was US\$2,019 million, an increase of 8.4% from the 2010 figure. The market is further expected to grow 8.3% to US\$2,186 million in 2012, 5.4% to US\$2,304 million in 2013, and 8.5% to US\$2,499 million in 2014.

Profile of Dentsu Media Malaysia

Company Name: Dentsu Media Malaysia Sdn. Bhd.
 Location: Kuala Lumpur
 Shareholding Ratio: Dentsu Inc. 100%
 Date of Establishment: February 3, 2012
 Start of Operations: April 2012
 Capital: 4 million Malaysian ringgit (tentative)
 Legal Representative: Yap Chee Weng (Chief Executive Officer)
 Number of Employees: 12 (tentative)
 Principal Business: Media agency business

Profile of Dentsu Malaysia

Company Name: Dentsu (Malaysia) Sdn. Bhd.
 Location: Kuala Lumpur
 Shareholding Ratio: Dentsu Inc. 100%
 Date of Establishment: May 19, 1994
 Capital: 2.6 million Malaysian ringgit
 Legal Representative: S.P. Lee (Managing Director)
 Number of Employees: 71 (as of December 31, 2011)
 Principal Business: Full-service advertising business

Profile of Dentsu Utama

Company Name: Dentsu Utama Sdn. Bhd.
 Location: Kuala Lumpur
 Shareholding Ratio: Dentsu Inc. 49%,
 OS Wizard Sdn. Bhd. (local agency) 51%
 Date of Establishment: March 15, 2005
 Capital: 2 million Malaysian ringgit
 Legal Representative: Omar Shaari (Chief Executive Officer)
 Number of Employees: 60 (as of December 31, 2011)
 Principal Business: Full-service advertising business

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Contact: Shusaku Kannan
 Senior Manager
 Corporate Communications Division
 Telephone: (813) 6216-8042
 E-mail: s.kannan@dentsu.co.jp