

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for March 2012 Up 16.1%

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 March 2012 showed a year-on-year increase of 16.1%. PR spokesperson Shusaku Kannan said, "Due to a rebound from the Great East Japan Earthquake last year, net sales for March this year recorded a double-digit growth compared to the previous year. Adspend was up in 17 categories out of 20, with 12 categories showing double-digit growth. Information/Communications, Beverages/Cigarettes, Government/Organizations, Foodstuffs and Cosmetics/Toiletries were the sectors that contributed the most to the increase in sales."

| March 2012 Earnings Results | (Millions of yen) | (Comparison with previous year, %) |
|------------------------------------|-------------------|------------------------------------|
| Non-Consolidated Net Sales | 168,673 | 116.1 |

| <Breakdown of Net Sales by Business Category> | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|------------------------------------|
| Newspapers | 14,226 | 128.6 |
| Magazines | 5,007 | 111.1 |
| Radio | 1,613 | 103.5 |
| Television | 67,103 | 109.8 |
| Interactive Media | 6,833 | 120.7 |
| OOH Media | 6,103 | 130.6 |
| Creative | 29,986 | 113.0 |
| Marketing/Promotion | 24,770 | 117.1 |
| Others | 13,027 | 145.2 |

| <Breakdown of Net Sales by Business Office> | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|------------------------------------|
| Tokyo Head Office | 140,143 | 117.3 |
| Kansai Branch Office | 22,957 | 107.9 |
| Chubu Branch Office | 5,573 | 125.7 |

- * 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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