

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for April 2012 Up 15.2%

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 April 2012 showed a year-on-year increase of 15.2%. PR spokesperson Shusaku Kannan said, "This was the second consecutive month of double-digit growth, and monthly net sales have recovered to the pre-Lehman crisis level. Adspend was up in 11 categories out of 20, with 10 categories showing double-digit growth. The sectors that contributed the most to the increase in sales were Automobiles/Related Products, Foodstuffs, Beverages/Cigarettes and Information/Communications."

April 2012 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	113,341	115.2

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,214	114.4
Magazines	3,000	107.5
Radio	1,190	79.3
Television	60,346	117.5
Interactive Media	3,536	143.3
OOH Media	5,310	131.9
Creative	14,833	113.5
Marketing/Promotion	9,363	99.2
Others	7,544	115.1

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	93,826	117.6
Kansai Branch Office	15,923	101.0
Chubu Branch Office	3,591	124.1

- * 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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