

FOR IMMEDIATE RELEASE

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## Dentsu Inc. Net Sales for May 2012 Up 15.6%

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 May 2012 showed a year-on-year increase of 15.6% which resulted in a third consecutive month of double-digit growth.

PR spokesperson Shusaku Kannan said, "Adspend was up in 17 categories out of 20, with 12 categories showing double-digit growth. The sectors that contributed the most to the increase in sales were Automobiles/Related Products, Foodstuffs, Finance/Insurance and Information/Communications."

<b>May 2012 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	103,409	115.6

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,792	108.7
Magazines	2,402	134.4
Radio	1,341	91.2
Television	54,624	117.3
Interactive Media	3,657	118.3
OOH Media	3,367	120.7
Creative	11,744	125.4
Marketing/Promotion	11,696	100.8
Others	6,783	120.1

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	86,218	117.9
Kansai Branch Office	15,080	104.5
Chubu Branch Office	2,109	110.3

- \* 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.

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