

FOR IMMEDIATE RELEASE

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Professionalism That Exceeds Client Expectations

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) held today a ceremony commemorating the 111th anniversary of the Company's foundation on July 1, 1901. President Ishii delivered his message from the Tokyo Head Office Building to Dentsu Group employees in Tokyo and other venues.

Following are highlights of his speech:

"This year, Dentsu commemorates its 111th anniversary. A little company, built from the ground up by a single entrepreneur with a dream to contribute to the modernization of Japan through journalism, grew into a major corporate group with offices in 28 countries and territories around the globe.

The London Olympic Games, which will commence later this month, is just one example of how the strong foundation built by our predecessors continues to support the business of the Dentsu Group. We too have a solemn duty to do as our predecessors did—build an ever-stronger foundation that can carry Dentsu into the future. This means we must be constantly challenging and redefining ourselves with an eye to the next ten years and more.

Doing whatever it takes to achieve results that exceed the client's expectations—this is the idea that lies at the heart of our corporate philosophy: "Good Innovation." It is also the essence of "professionalism" rooted in every Dentsu employee.

I firmly believe that the more discretion individual Dentsu Group employees are given, the more they can accomplish through their own abilities. My hope is that, with each employee acting on his or her own initiative and taking responsibility for the results, the Dentsu Group, made up of more than 20,000 professionals working together, can evolve into a free-spirited and vigorous organization. If we can do this, I am confident that we will succeed in continuing to make the most of our distinctive values and be the partner of choice for our clients ten

years down the road and beyond. My hope is that each and every Dentsu employee will continue to strive for professionalism.

More than 15 months have passed since the unprecedented earthquake and tsunami that struck Japan last year in March. We need to keep alive our memory of the disaster and our determination to rebuild, not just for the region but for the sake of the entire nation, to get Japan back on its feet and moving with energy and purpose toward the future. I believe we have an important responsibility, each one of us within the Dentsu Group, to hold onto that sense of drive and determination.

As one member of the Dentsu Group, I personally pledge to do my utmost, working alongside all of you, to nurture professionalism, innovation, and hope for the future.”

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