

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for June 2012 Up 5.0%

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 June 2012 showed a year-on-year increase of 5.0%.

PR spokesperson Shusaku Kannan said, "Adspend was up in 10 categories out of 20, with 7 categories showing double-digit growth. The sectors that contributed the most to the increase in sales were Automobiles/Related Products, Information/Communications and Distribution/Retailing."

| June 2012 Earnings Results | (Millions of yen) | (Comparison with previous year, %) |
|-----------------------------------|-------------------|------------------------------------|
| Non-consolidated Net Sales | 118,735 | 105.0 |

| <Breakdown of Net Sales by Business Category> | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|------------------------------------|
| Newspapers | 9,340 | 91.4 |
| Magazines | 2,663 | 117.4 |
| Radio | 1,246 | 88.2 |
| Television | 54,335 | 102.7 |
| Interactive Media | 5,247 | 121.7 |
| OOH Media | 3,693 | 104.4 |
| Creative | 17,211 | 111.7 |
| Marketing/Promotion | 12,605 | 91.6 |
| Others | 12,391 | 133.1 |

| <Breakdown of Net Sales by Business Office> | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|------------------------------------|
| Tokyo Head Office | 99,521 | 108.3 |
| Kansai Branch Office | 16,628 | 87.1 |
| Chubu Branch Office | 2,585 | 119.3 |

- * 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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