

FOR IMMEDIATE RELEASE

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**Dentsu Inc. Net Sales for July 2012 Up 3.0%**

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 July 2012 showed a year-on-year increase of 3.0%.

PR spokesperson Shusaku Kannan said, "Although the year-on-year percentage increase is lower than June's, it can be attributed to the fact that there was no ad campaign this year matching the scale of the digital terrestrial broadcasting system campaign or the energy-saving campaigns which ran last July. Adspend was up in 12 categories out of 20, with 4 categories showing double-digit growth. The sectors that contributed the most to the increase in sales were Automobiles/Related Products, Food Services/Other Services and Distribution/Retailing."

<b>July 2012 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	114,646	103.0

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,704	92.1
Magazines	2,357	97.1
Radio	1,474	89.0
Television	59,863	103.0
Interactive Media	3,901	112.1
OOH Media	4,260	105.0
Creative	13,322	114.4
Marketing/Promotion	13,326	101.2
Others	7,434	102.1

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	95,602	105.7
Kansai Branch Office	16,431	91.1
Chubu Branch Office	2,611	94.0

- \* 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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