

FOR IMMEDIATE RELEASE  
 September 7, 2012

## Dentsu Inc. Net Sales for August 2012

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 August 2012 showed a year-on-year increase of 1.1%.  
 PR spokesperson Shusaku Kannan said, "In August, we were able to achieve a year-on-year increase thanks mainly to TV placements and other business related to the Olympics Games. Adspend was up in 10 categories out of 20, with 5 categories showing double-digit growth. The sectors that contributed the most to the increase in sales were Information/Communications, Foodstuffs, and Transportation/Leisure."

<b>August 2012 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	98,693	101.1

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,611	88.7
Magazines	2,621	103.2
Radio	1,278	93.9
Television	48,726	104.5
Interactive Media	3,625	116.0
OOH Media	2,922	96.0
Creative	13,659	97.4
Marketing/Promotion	11,231	85.0
Others	8,017	128.7

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	81,438	101.4
Kansai Branch Office	14,938	98.8
Chubu Branch Office	2,317	107.3

- \* 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.

**Contact: Shusaku Kannan, Senior Manager, Corporate Communications Division**  
**Telephone: (813) 6216-8042; E-mail: s.kannan@dentsu.co.jp**