

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for September 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 September 2012 showed a year-on-year decrease of 8.2%.

PR spokesperson Shusaku Kannan said, "Adspend in September was up in 7 categories out of 20, while the Information/Communications and Beverages/Cigarettes industry sectors, which account for a large percentage of total net sales, both recorded double-digit declines year on year. However, the figures for the first half of FY2012 (April to September) showed a year-on-year increase of 4.2%."

September 2012 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	127,300	91.8

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,064	82.8
Magazines	3,977	93.5
Radio	1,282	97.7
Television	51,759	93.6
Interactive Media	4,683	97.2
OOH Media	3,811	88.7
Creative	19,926	90.4
Marketing/Promotion	20,293	95.5
Others	13,502	85.9

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	104,752	91.0
Kansai Branch Office	19,598	96.4
Chubu Branch Office	2,949	91.8

- * 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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