

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for January 2013

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 January 2013 showed a year-on-year increase of 2.1%.

PR spokesperson Shusaku Kannan said, "2013 started off on a positive note. Adspend was up in 11 categories out of 20, with 6 of these registering double-digit growth. Foodstuffs, Automobiles/Related Products, Beverages/Cigarettes and Distribution/Retailing led the growth sectors."

January 2013 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	102,487	102.1

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	10,596	97.8
Magazines	1,555	94.0
Radio	1,206	93.8
Television	47,175	102.1
Interactive Media	3,726	131.3
OOH Media	3,855	94.1
Creative	12,136	102.3
Marketing/Promotion	10,632	90.9
Others	11,602	116.9

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	86,681	105.7
Kansai Branch Office	13,263	84.3
Chubu Branch Office	2,543	95.9

- * 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