

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for February 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 February 2013 showed a year-on-year decrease of 2.1%.

PR spokesperson Shusaku Kannan said, "Adspend was up in 7 categories, with Finance/ Insurance and Publications registering double-digit growth. However, the remaining 13 industry sectors all showed declines."

February 2013 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	105,155	97.9

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,578	95.3
Magazines	2,807	96.0
Radio	1,281	93.3
Television	51,417	101.4
Interactive Media	4,409	113.1
OOH Media	4,295	112.4
Creative	14,425	99.0
Marketing/Promotion	10,415	77.4
Others	7,523	97.5

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	89,044	99.5
Kansai Branch Office	13,991	89.2
Chubu Branch Office	2,120	93.8

- * 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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