

FOR IMMEDIATE RELEASE

May 29, 2015

Dentsu Razorfish Becomes a Wholly Owned Subsidiary and Will Be Rebranded Dentsu iX

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its subsidiary Dentsu Digital Holdings, Inc. (hereinafter "DDH") has acquired the shares held by Publicis Groupe (19.37%) in their joint venture company Dentsu Razorfish Inc., making Dentsu Razorfish a wholly owned subsidiary of DDH. As a result, Dentsu Razorfish will be rebranded Dentsu iX on July 1.

Dentsu iX is a specialized one-stop agency that provides digital solutions for sophisticated and diverse needs. The new name reflects the company's desire to create innovative experiences. Looking ahead, amid the progress of globalization in the digital marketing domain, the agency will seek to expand its operations through cooperation with the Dentsu Group's international digital network.

Profile of Dentsu iX

Company Name:	Dentsu iX Inc.
Location:	Tsukiji Shochiku Bldg., 1-13-1, Tsukiji, Chuo-ku, Tokyo
Capital:	400 million yen
Shareholding Ratio:	DDH 100%
Representative:	President & CEO Hidetoshi Tokumaru (currently President & CEO of Dentsu Razorfish)

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