

Dentsu Group Companies in Four Key Markets

		Advertising Market	
Total Advertising Services		<p>Branding Services</p> <p>Dentsu (parent company) provides services to leading clients having main offices in Tokyo, Osaka and Nagoya. Regional clients are served by Dentsu's regional subsidiaries and the Ad Dentsu network. Joint ventures set up by Dentsu and overseas advertising companies mainly serve international clients. This segment also includes planning boutiques that specialize in creative services.</p>	<p>Media Services</p> <p>Dentsu provides comprehensive media buying and planning services. In addition, Cyber Communications and other companies serve as media representatives for Internet advertising.</p>
		<p>• Dentsu</p>	
		<p>Major regional subsidiaries • Dentsu East Japan • Dentsu West Japan • Dentsu Kyushu • Dentsu Hokkaido • Dentsu Okinawa • Ad Dentsu Osaka • Ad Dentsu (Nagoya) • Meitetsu Agency⁽²⁾</p> <p>Joint ventures with foreign-owned companies • Dentsu Young & Rubicam • Beacon Communications</p> <p>Other advertising companies • Frontage • Ad Gear</p>	
		<p>Planning Boutiques</p> <ul style="list-style-type: none"> • One Sky • Build Creativehaus • Bless You • Shingata • Rewind • Drill • Dof <p>Specialized Advertising</p> <ul style="list-style-type: none"> • Dentsu Sudler & Hennessey • The Goal • Dentsu e-Link • Media Shakers 	<p>Internet Advertising</p> <ul style="list-style-type: none"> • Cyber Communications • Japan Mobile Communications • D2 communications • Action Click
Overseas Market	Asia-Pacific	<p>To secure and expand business with Japanese-owned and local clients in the rapidly growing Asian region, Dentsu is actively pursuing the setting up of regional offices and otherwise reinforcing its business foundations. In major markets, the Group has almost completed the establishment of multiple networks so it can serve competing clients in the same industries. In areas where its own networks are unable to meet the full range of client needs, Dentsu offers a diverse array of services through its alliance with the Publicis Groupe.</p> <ul style="list-style-type: none"> • Beijing Dentsu Advertising • Beijing Oriental Rihai Advertising • Dentsu China (Hong Kong) • Phoenix Communications (Republic of Korea) • Dentsu Innovak (Republic of Korea) • Dentsu Asia (regional headquarters) <ul style="list-style-type: none"> • Dentsu (Taiwan) • KuoHua⁽³⁾ (Taiwan) • Dentsu Commex⁽⁴⁾ (Taiwan) • Dentsu (Thailand) • Dentsu Singapore • Dentsu (Malaysia) • Dentsu Vietnam • Dentsu Alpha (Vietnam) • Dentsu Communications (India) • Dentsu Marcom (India) 	<p>As Dentsu's own media agency brands, Media Palette and Media Cubic (company name: Dentsu Media) are building networks in Asia to provide media buying/planning services. Independent companies handle this business in Taiwan and Thailand, while the media sections of subsidiaries in the Dentsu Group provide media services in other countries. In China, Beijing Dentsu Advertising's media department—called Media Palette—undertakes centralized media buying.</p> <ul style="list-style-type: none"> • Media Palette (Taiwan) • Dentsu Media Palette⁽⁵⁾ (Thailand) • Beijing Dentsu Advertising • PDS Media (Republic of Korea)
	Americas/Europe	<p>Through its own network, Dentsu mainly serves Japanese-affiliated clients. As it goes forward, Dentsu will also make use of the exceptional network resources of the Publicis Groupe to enhance its services.</p> <ul style="list-style-type: none"> • Dentsu America (USA) <ul style="list-style-type: none"> • Colby & Partners⁽⁵⁾ (USA) • Renegade Marketing Group (USA) • Dentsu Canada • Dentsu Latin America (Brazil) • Cdp-Travissully (UK) <ul style="list-style-type: none"> • Dentsu Brussels Group (Belgium) • cayenne communications (Netherlands) • cayenne (Germany) • indigo (Germany) • cayenne Wien (Austria) • cayenne (Italy) • Dentsu Italia • Caetsu Publicidade (Portugal) 	<p>In this region, Dentsu makes full use of the powerful media buying/planning capabilities of Publicis Groupe companies to provide clients with high-quality services.</p>

Notes: (1) Major subsidiaries in addition to those listed above include CDP UK Advertising, Almeida, Dentsu Business Development Europe and Dixos. Principal affiliated companies include Mediahead Communications.

(2) Meitetsu Agency was merged into Ad Dentsu (Nagoya) on April 1, 2007. The name of the resulting agency was changed to Dentsu Meitetsu Communications.

(3) Kuohua changed its name to Dentsu Kuohua on June 1, 2007.

(4) Dentsu Commex, ProQ, Dentsu Sports Marketing USA, Soccer United Media, iSe, iSe-Hospitality, iSe-Hospitality Production and iSe-Hospitality Sales are being liquidated.

(5) Colby & Partners changed its name to Dentsu Next on July 1, 2007.

Advertising-Related Markets		Content Markets
<p>Marketing Services</p> <p>Through the cooperative efforts of Dentsu Tec and other entities, the Group will further reinforce its marketing capabilities, which are a crucial part of its Total Communications Services.</p>	<p>e-Solution Services</p> <p>This business centers on ISID. Dentsu will consider expanding this business in the future, including in further cooperation with ISID.</p>	<p>Content Business</p> <p>The Dentsu Group is expanding its involvement in content marketing. Dentsu directly handles business related to video products and sports marketing. In addition, the companies listed below are developing their highly specialized content businesses in video, audio and other areas.</p>
<ul style="list-style-type: none"> • Dentsu Tec • Pict • INTERNATIONAL CONVENTION MANAGEMENT • DIGITAL EGG • Dentsu Research • Soken • Dentsu Public Relations • Wunderman Dentsu • Dentsu Operations Development⁽⁷⁾ • Dentsu Table Media Communications • Interlogics • Dentsu e-marketing One • Video Research • In-Store Communications • Dentsu Communication Institute • 3P • Estech • Mercury22 • NTT Mediascope • Ubiquitous Core • Dentsu Casting and Entertainment 	<ul style="list-style-type: none"> • Information Services International-Dentsu • Brainyworks • ISID InterTechnologies • ISID Technosolutions • iTiD Consulting • Dentsu Avenue A Razorfish • Invisible Hand • Handshake Technologies • Advertisement EDI Center 	<ul style="list-style-type: none"> • Geneon Entertainment • Dentsu Music and Entertainment • Creative Associates • Melodies & Memories Global • Media Rag • Dentsu Sports Partners
<ul style="list-style-type: none"> • Pro Q⁽⁶⁾ (Thailand) 	<ul style="list-style-type: none"> • ISI-Dentsu of Hong Kong • ISI-Dentsu Shanghai • ISI-Dentsu South East Asia (Singapore) • ISI-Dentsu South East Asia (Malaysia) • ISID South East Asia (Thailand) 	<ul style="list-style-type: none"> • World Sport Group Holdings⁽⁸⁾ (Singapore) • SFS-Dentsu Media & Entertainment
<ul style="list-style-type: none"> • Dentsu Communications (USA) • Sharp Image (UK) • Dentsu Production Concepts (Belgium) • BlueChip (Germany) • All About LiveCom (Germany) 	<ul style="list-style-type: none"> • ISI-Dentsu of America • ISI-Dentsu of Europe 	<ul style="list-style-type: none"> • Dentsu Sports Marketing USA⁽⁴⁾ • Soccer United Media⁽⁴⁾ (USA) • DCTP (Germany) • iSe⁽⁴⁾ <ul style="list-style-type: none"> • iSe-Hospitality⁽⁴⁾ • iSe-Hospitality Production⁽⁴⁾ • iSe-Hospitality Sales⁽⁴⁾

(6) Dentsu Media Palette (Thailand) changed its name to Dentsu Media (Thailand) on May 1, 2007.

(7) Dentsu Table Media Communications changed its name to Dentsu Operations Development on December 1, 2006. Dentsu Table Media Communications was established through a corporate separation that occurred on the same day.

(8) Following the reduction of its holdings in World Sports Group Holdings from 30% to 10%, this company ceased to be accounted for under the equity method.

Other Companies in Liquidation Proceedings:

CDP UK Advertising, Almeida, Dentsu Business Development Europe, Dixos, cayenne communications (Czech Republic), Parabola Creative (Taiwan)