

February 7, 2002

Dentsu Inc. Non-Consolidated Net Sales for January 2002

(Millions of yen)

(Comparison ratio over
previous year, %)

Non-Consolidated Net Sales	94,341	84.8
----------------------------	--------	------

< Breakdown of Net Sales by Business Category >

Newspapers	17,835	81.9
Magazines	3,677	90.4
Radio	1,978	89.6
Television	47,983	89.7
Sales Promotion	6,600	83.7
Others	16,266	74.5

< Breakdown of Net Sales by Business Office >

Tokyo Head Office	75,850	84.7
Kansai Headquarters	14,716	82.8
Chubu Headquarters	3,774	99.2

* The total amount may not equal the sum of subtotals, because sales figures have had amounts of less than one million yen truncated.

* "Others" includes mainly creative, marketing and sports.