

March 8, 2002

Dentsu Inc. Non-Consolidated Net Sales for February 2002

(Millions of yen) (Comparison with previous year, %)

Non-Consolidated Net Sales	97,206	92.5
----------------------------	--------	------

< Breakdown of Net Sales by Business Category >

Newspapers	15,324	82.9
Magazines	5,190	86.0
Radio	1,983	91.9
Television	51,197	99.4
Sales Promotion	8,497	95.9
Others	15,014	83.2

< Breakdown of Net Sales by Business Office >

Tokyo Head Office	80,751	93.2
Kansai Headquarters	12,809	84.1
Chubu Headquarters	3,645	118.2

* 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.