

April 8, 2002

Dentsu Inc. Non-Consolidated Net Sales for March 2002

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

Non-Consolidated Net Sales	149,596	90.5
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< Breakdown of Net Sales by Business Category >

Newspapers	21,978	75.4
Magazines	7,880	86.5
Radio	2,342	88.0
Television	63,915	93.7
Sales Promotion	18,614	96.7
Others	34,864	94.2

< Breakdown of Net Sales by Business Office >

Tokyo Head Office	122,509	92.7
Kansai Headquarters	20,115	78.0
Chubu Headquarters	6,971	96.9

* 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.