

November 7, 2002

Dentsu Inc. Non-Consolidated Net Sales for October 2002

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	108,769	90.0

< Breakdown of Net Sales by Business Category >

Newspapers	17,290	79.9
Magazines	6,585	102.6
Radio	2,017	97.1
Television	56,155	93.4
Sales Promotion	10,095	101.4
Others	16,624	80.5

< Breakdown of Net Sales by Business Office >

Tokyo Head Office	87,597	89.9
Kansai Branch Office	16,878	87.4
Chubu Branch Office	4,292	105.8

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

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