

NEWS RELEASE**FOR IMMEDIATE RELEASE****December 18, 2002**

Dentsu and Publicis Groupe S.A. to Jointly Form New International Sports Marketing Company

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: ¥58,967.1 million) announced today that it has reached a basic agreement with Publicis Groupe S.A. (Chairman and CEO: Maurice Lévy; Head Office: Paris), with which it has a financial and strategic alliance, to form an international sports marketing company in January 2003 to jointly carry out sports marketing activities on a global scale.

The new company is to be called iSe (International Sports and Entertainment). It plans to use the sports-related content owned by Dentsu as a nucleus for the development of rights business, and will also develop new sports marketing rights, and carry out various operations and consulting activities pertaining to sports events. The new company will be capitalized at 10 million euros, with Dentsu and Publicis Groupe S.A. each contributing 45% and Sports Mondial Inc. the remaining 10%.

This new company will be the first joint enterprise to be undertaken by Dentsu and Publicis Groupe since the establishment of the alliance between them.

It will open the way for Dentsu to carry out sports marketing activities on a worldwide scale, and represents the full-scale entry of Publicis Groupe into the field of sports marketing. The two companies will also cooperate to promote the activities of the new company, with Dentsu contributing its comprehensive sports marketing business expertise, while Publicis Groupe will supply the client service network that it has developed in Europe and the Americas.

Profile of the New Company

Company Name:	iSe (International Sports and Entertainment)
To Be Founded:	January 2003
Head Office:	Switzerland
Chairman:	Haruyuki Takahashi (Executive Officer, Dentsu Inc.)
Vice-Chairman:	Bertrand Siguier (Executive Vice-President, Publicis Groupe S.A.)
CEO:	George Taylor (President, Sports Mondial Inc.)

Reference Material 1: Comment from the President of Fédération Internationale de Football Association (FIFA)

Zurich, 17 December 2002

Dentsu has been working very closely with FIFA during the past years. Its cooperation with our marketing arm, FIFA Marketing AG, has been exemplary and has played a major role in assuring the commercial success of the 2002 FIFA World Cup Korea/Japan™. By joining forces with Publicis Groupe, Dentsu will now establish a sports marketing company, iSe, that will extend its expertise and experience to other sports and federations. We wish iSe the best of success.

Joseph S. Blatter

Reference Material 2: Profiles of the Corporations

Dentsu Inc.

Company Name:	Dentsu Inc.
Founded:	1901
Head Office:	Tokyo
President:	Tateo Mataka
Number of Dentsu Group Employees:	14,209 (as of September 30, 2002)
Overseas Network:	59 subsidiaries in 18 countries (as of June 30, 2002)
Consolidated Gross Profit:	¥293.9 billion (fiscal year ended March 2002)

Publicis Groupe

Company Name: Publicis Groupe S.A.
Founded: 1926
Head Office: Paris
Chairman and CEO: Maurice Lévy
Number of Employees: 37,000
Number of Offices: 229 cities in 109 countries
Revenue: 2.434 billion euros (fiscal 2001, excl. Bcom3)

Sports Mondial Inc.

Company Name: Sports Mondial Inc.
Founded: 1981
Head Office: New York
CEO: George Taylor
Main Business: Sports marketing and consulting for global sponsors

Contact: Takafumi Hotta
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: t.hotta@dentsu.co.jp

#####