

NEWS RELEASE**FOR IMMEDIATE RELEASE****May 1, 2003**

Dentsu, Toyota and Sony to Establish Mediarag Corporation

—A Joint Venture Providing e-Contents—

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will enter a joint venture with Toyota Motor Corporation (President: Fujio Cho) and Sony Corporation (President: Kunitake Ando) to establish a new company called Mediarag Corporation (Shibuya-ku, Tokyo) to procure and supply music and other digital content to various multi-media terminals.

Mediarag Corporation (Shibuya-ku, Tokyo) was initially set up as a provisional company by Dentsu to pave the way for the start of joint e-content operations. Full-scale operation will begin upon the completion of capital allocation, and after all contracts presently held by MEDIARAG Corp. (Minato-ku, Tokyo) are transferred to the new company. MEDIARAG Corp. (Minato-ku, Tokyo), an independent company that shares the same name, has been involved in the procurement and supply of music content to kiosk-type terminals as well as to G-BOOK network business¹ and others.

The joint venture will take over the contracts transferred from MEDIARAG Corp. (Minato-ku, Tokyo), increasing the quality and quantity of the digital music content it transfers to vehicle-based G-BOOK terminals, the E-TOWER kiosk terminal² network and other networks.

Mediarag Corporation (Shibuya-ku, Tokyo) will keep pace with digital media developments, and will collaborate with existing media in an effort to meet its clients' needs. The company also plans to develop and supply new types of e-content for distribution to various digital channels.

Profile of Mediarag Corporation

Corporate Name: Mediarag Corporation
Location: 4F, Nampeidai Chiyoda Building, 1-10 Nampeidai,
Shibuya-ku, Tokyo
Paid-in Capital: 400 million yen (Dentsu Inc. 34%, Toyota Motor Corporation
33%, Sony Corporation 33%)
President: Masatoshi Fujii
Number of Employees: 15

¹ **G-BOOK network business**

Established in October 2002, G-BOOK is a Toyota Motor Corporation-developed information network that provides various contents to terminals installed in vehicles, PCs, PDAs, cell phones, etc.

² **E-TOWER kiosk terminals**

These are multimedia kiosk terminals where customers can pay to download music, maps, etc. At present, 6,300 terminals are installed at convenience stores, Toyota dealerships and other locations.

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