

NEWS RELEASE**FOR IMMEDIATE RELEASE****May 12, 2003**

Dentsu Establishes Three Planning Boutiques

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the establishment of three new planning boutiques to strengthen and expand its planning services for the design and production of advertising campaigns. Talented in-house staff have been appointed to head the new companies.

As the first step, two highly capable planning boutiques with an enhanced ability to find solutions to client problems will begin operations on May 15. They are BUILD creativehaus inc. (President: Shin-ichi Terada) and bless you inc. (President: Koji Matsuda).

These will be followed by a third planning boutique, SHINGATA INC., to be led by one of Dentsu's leading creative directors, Hiroshi Sasaki, which is scheduled to open for business on July 1.

These Dentsu planning boutiques will conduct business primarily on a planning fee basis, and an annual compensation system will be implemented for the new companies' employees.

With the establishment of the new boutiques, the company ONE SKY INC. (President: Tohru Tanaka), established in April 2001, will also become part of the Company's planning boutique network.

In addition to the field of advertising campaigns, Dentsu is also looking into establishing boutiques to focus on such areas as marketing and branding in the future. The actions are all part of Dentsu's ongoing Group-wide efforts to increase the quality of services it offers to its clients.

Profiles of the Three Planning Boutique Companies

BUILD creativehaus inc.

- (1) Capital: 10 million yen
- (2) Location: 1-27-16, Hamamatsu-cho, Minato-ku, Tokyo
- (3) Stockholder: Dentsu Inc. (100%)
- (4) Commencement of Operations: May 15, 2003
- (5) President: Shin-ichi Terada

bless you inc.

- (1) Capital: 10 million yen
- (2) Location: 6-19-21, Tsukiji, Chuo-ku, Tokyo
- (3) Stockholder: Dentsu Inc. (100%)
- (4) Commencement of Operations: May 15, 2003
- (5) President: Koji Matsuda

SHINGATA INC.

- (1) Capital: 10 million yen
- (2) Location: 6-12-1, Minami-Aoyama, Minato-ku, Tokyo
- (3) Stockholder: Dentsu Inc. (100%)
- (4) Commencement of Operations: July 1, 2003
- (5) President: Hiroshi Sasaki

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