

NEWS RELEASE**FOR IMMEDIATE RELEASE****May 14, 2003**

Dentsu Announces Solicitation Results of Early Retirement Incentive Plan

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen), which had implemented and solicited applications for its early retirement incentive plan for corporate officers, announced today that it had received 29 applications before the scheduled deadline of April 30.

The details of the solicitation and applications are outlined below.

1. Early Retirement Incentive Plan

(1) Eligibility: Corporate officers whose pre-retirement record date under the Company's pre-retirement system will be September 30, 2003, and corporate officers whose pre-retirement record date under the system was on or prior to March 31, 2003. (172 officers were eligible.)

(2) Period in which applications were solicited: April 1, 2003 through April 30, 2003

(3) Date of retirement: June 30, 2003

2. Solicitation Results

Number of applications received: 29

3. Impact on Profit and Loss

The special retirement benefits to be paid out in conjunction with the implementation of the Early Retirement Incentive Plan will be accounted for as an extraordinary loss in the settlement of accounts for the fiscal year ending on March 31, 2004.

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