

NEWS RELEASE**FOR IMMEDIATE RELEASE****June 16, 2003**

Dentsu Divisions Obtain BS7799 Certification for Information Security Management

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that two Account Management Divisions at the Tokyo Head Office had obtained BS7799 certification as of April 11, 2003.

BS7799 is an international standard for information security management established by the British Standard Institute (see Note 1). It prescribes basic control standards for managing information security.

Dentsu presently handles a wide variety of customer-related information and the demand from our clients for a high level of security has been increasing, particularly with regard to protection of personal information. The awarding of BS7799 certification to Dentsu demonstrates to our clients that we can supply concrete services accommodating the need for information security management. This third-party certification provides assurance to our clients that the information assets they entrust to Dentsu are subject to appropriate controls, and demonstrates our commitment to accountability with regard to information management.

The present certification was obtained by two Account Management Divisions at the Tokyo Head Office, but it represents a first step toward the establishment of a company-wide Information Security Management System (ISMS) (see Note 2). Our goal is to obtain certification for the Tokyo Head Office during the present year, and for Dentsu Inc. Kansai and Dentsu Inc. Chubu during the next fiscal year.

Note 1: The British Standard Institute was established in 1901 with the assistance of the British Department of Trade and Industry, and is the oldest institute of national standards in the world.

Note 2: BS7799 requires that “The organization shall develop an ISMS in written form based on an analysis of all of the business activities of the organization and the accompanying risks, shall implement and maintain the system, and must continuously strive to improve it.”

Overview of the Certification

- Scope of Certification: Security management for the following information security-related services
- (1) Information (documents and server-based computer files)
Client information, in-house information, general information
 - (2) Hardware
Personal computers, communications equipment, record medium, furniture, networks, buildings and facilities
 - (3) Software
Shared software (in-house system), specialized software (for client-related services)
 - (4) Services
Facility-related services, communications-related services
- Certification Recipients: Tokyo Head Office, 1st Account Management Headquarters, Account Management Division 17
Tokyo Head Office, 2nd Account Management Headquarters, Three Account Management Departments within Account Management Division 8
- Certification Standard: BS7799—Part 2: 2002
- Date of Registration: April 11, 2003
- Registration Body: KPMG Audit Plc.
- Accrediting Body: UKAS (United Kingdom Accreditation Service)

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

#####