

NEWS RELEASE**FOR IMMEDIATE RELEASE****June 24, 2003**

Internet Advertising Agency DENTSU e-LINK to Be Established

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) and cyber communications inc. (President: Toshio Arai; Head Office: Tokyo; Capital: 1,996.96 million yen) announced today that together they will establish DENTSU e-LINK INC., a new company that will specialize in Internet-based advertising, on July 1, 2003.

The Internet advertising market has expanded rapidly in recent years, and the demand among clients for advertising campaigns making use of the Internet and mobile communication networks has been increasing. The need for more effective and more efficient “e-campaigns” is especially strong among advertisers who are actively involved in interactive marketing.

The decision to create DENTSU e-LINK was made in response to these needs. The new company will take full advantage of the human resources and know-how of both Dentsu and cyber communications.

DENTSU e-LINK will not only handle Internet advertising but also work on sales promotions using the Internet and carry out a wide range of other interactive marketing activities.

Profile of DENTSU e-LINK INC.

Corporate Name:	DENTSU e-LINK INC.
Location:	2-15, Higashi-shimbashi 1-chome, Minato-ku, Tokyo, Japan
Paid-in Capital:	400 million yen
Equity Ratio:	Dentsu Inc. 34%; cyber communications inc. 66%
President:	Yoshiya Nagano (Director, cyber communications inc.)
Number of Employees:	10 (estimate)

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