

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

## **Dentsu to Form “The Goal,” an Advertising Agency Specializing in the Apparel and Accessories Businesses**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will set up an advertising agency named The Goal on October 16, to address the specific needs of advertisers in the apparel and accessories businesses. The new agency will begin operations on November 4.

The apparel and accessories businesses focus on magazines as their most effective advertising medium and turn to advertising agencies to deliver highly specialized services including tie-up work with magazine editors and the execution of PR events. In an effort to meet these responsibilities, Dentsu decided to establish an advertising agency specializing in the apparel and accessories businesses. To ensure that the new firm is able to provide clients with the best services possible, Dentsu has taken the step of recruiting professionals well versed in the apparel and accessories businesses from outside sources.

By leveraging its expertise in this field, The Goal aims to market its services to build new business relationships.

**Profile of The Goal Inc.**

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| Corporate Name:      | The Goal Inc.  |
| Location:            | 6th Floor, Taiyo Building No.5, 7-10-8 Ginza, Chuo-ku, Tokyo |
| Representative:      | Zenta Horiuchi, President                                    |
| Paid-in Capital:     | 30 million yen (70% owned by Dentsu)                         |
| Expected Billings:   | 1.5 billion yen (FY 2005: April 2004–March 2005)             |
| Number of Employees: | 8 (tentative)  |

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