

NEWS RELEASE**FOR IMMEDIATE RELEASE****October 20, 2003**

Dentsu to Establish Clipper MotherAsia in Hong Kong as the Core Company in a Creative Planning Boutique Network

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will establish Clipper MotherAsia in Hong Kong on November 1. The new company will be a wholly owned subsidiary and the core firm in a Dentsu creative planning boutique network in the Asia region. Dentsu will appoint Jimmy Lam as Managing Director of the new company. Mr. Lam, formerly regional executive creative director at D'Arcy Asia Pacific, has served as regional creative advisor at Dentsu Asia PTE. LTD. since March 2003.

Clipper MotherAsia will be the Dentsu Group's first creative planning boutique in the Asia region. After establishing the new company, Dentsu will seek alliances with a number of leading independent creative planning boutiques in cities across Asia that have close relationships with Jimmy Lam, name each of those alliances "Clipper," and construct an independent network of creative planning boutiques. The first stage of network building will involve participation by Clipper Thomas Low in Kuala Lumpur (President: Thomas Low), Clipper RED in Shanghai (President: Helen Lai), and Clipper Two Woods, also in Shanghai (President: Benson Lam). The plan calls for subsequently expanding the network by sequentially establishing Clipper creative planning boutiques in Singapore, Bangkok, Hong Kong and Beijing.

The Dentsu Group is working actively to invest in the Asia region. It has moved aggressively to establish regional headquarters such as Dentsu Asia PTE. LTD. and Dentsu China Limited, upgrade its business offices in Asian cities to local subsidiaries, and establish Media Palette, an independent network of media agencies. As a result, the construction of a network of creative planning boutiques will further strengthen Dentsu's business strategy and planning structure in the Asia region.

Looking ahead, Clipper MotherAsia will cooperate closely with Dentsu subsidiaries in Asian countries to engage in creative planning work for local advertisers and simultaneously work closely with the Creative Planning Center at the Dentsu Head Office, to engage in leading-edge creative planning work for Japanese advertisers in the Asia region.

Profile of Clipper MotherAsia

Company Name: Clipper MotherAsia
Location: Hong Kong Special Administrative Region
Paid-in Capital: 3.4 million Hong Kong dollars (approximately 50 million yen at the rate of HK\$1 = 15 yen)
Managing Director: Jimmy Lam
Number of Employees: 6

Jimmy Lam

Jimmy Lam was born in 1953 in Hong Kong. A former regional executive creative director at D'Arcy Asia Pacific and editor in chief of the Asia regional creative publication *Longyin Review*, he was appointed regional creative advisor at Dentsu Asia PTE. LTD. in March 2003.

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