

NEWS RELEASE**FOR IMMEDIATE RELEASE****November 26, 2003**

Dentsu Signs Contracts with Chinese Institutions to Establish the Advertising and Communications Institute in Beijing

*Institute Is Part of the Cooperative Developing Project for Training
Chinese Nationals in the Field of Advertising*

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) announced that it had signed contracts today in Beijing, China with six universities that will lead to the joint establishment of a new educational institution in January 2004 in Beijing. The new institution will be called the Advertising and Communications Institute. Contracts were signed with Beijing University, Renmin University of China, Tsinghua University, Beijing Broadcasting University, Fudan University, and Shanghai University. A contract is also expected to be signed with the China Advertising Association in the near future.

The Advertising and Communications Institute is being set up in accordance with the provisions of the Regulations of the People's Republic of China on Chinese-Foreign Cooperation in Running Schools (see Note) that came into effect in China in September of this year. The Institute will be engaged primarily in the following educational and research activities: (1) traditional and correspondence courses on advertising for working adults, and training courses aimed at preparing students to obtain certification in the advertising field; (2) publishing of educational textbooks on advertising, educational materials for certificate programs, advertising journals, etc.; (3) corporate seminars and workshops; and (4) courses on advertising, overseas study programs, etc. During its first year, the Institute will launch its advertising training programs and publishing activities, and in its second year it will begin to conduct advertising seminars. Implementation of all remaining programs will begin in year three, and in the fourth year it plans to begin recruiting students for a regular four-year program of study.

The Advertising and Communications Institute is an outcome of the high marks given by Chinese officials to the Japan-China Advertising Education Project initiated by Dentsu in 1996, and its successor, the Japan-China Marketing Study Exchange Project (scheduled to be completed in March 2005). After numerous consultations with responsible parties from China, it was decided to carry forward these activities by establishing the Cooperative Developing Project for Training Chinese Nationals in the Field of Advertising (hereafter the "Representative Council").

This project shares identical aims with the previous projects and is responsible for conducting a comprehensive review of the results achieved over the last eight years. It will work to help establish a basic infrastructure for the advertising industry in China. The establishment of the Institute and its operating policies were decided upon within the framework of this project.

Funding for the Institute will be provided by Dentsu and the Beijing Broadcasting University, and its operation will be overseen by the eight members of the Representative Council: Beijing University, Renmin University of China, Tsinghua University, Fudan University, Beijing Broadcasting University, Shanghai University, China Advertising Association and Dentsu. The Institute will be housed in the Beijing Broadcasting University College of Advertising.

Note: “Regulations of the People’s Republic of China on Chinese-Foreign Cooperation in Running Schools”
This law came into effect on September 1, 2003 and establishes conditions for the joint establishment of schools (Article 1), and for joint ventures between Chinese and foreign educational institutions (Article 2).

Profile of the Advertising and Communications Institute

Name:	Advertising and Communications Institute	
Location:	Chao Yang Qu Ding Fu Zhuang Dong Jie 1 Hao, Beijing, People’s Republic of China	
Date of Establishment:	January 2004	
Management:	Members of the Representative Council (Beijing University, Renmin University of China, Tsinghua University, Beijing Broadcasting University, Fudan University, Shanghai University, China Advertising Association, Dentsu)	
Board of Directors:	Chairman of the Board	Liu Ji Nan (President, Beijing Broadcasting University)
	Vice Chairmen	One representative from Dentsu, and one other
	Board Members	Dentsu (3), Beijing Broadcasting University (4), (total number of directors: 10)
	Auditors	Two outside auditors
Institute Management:	President	Huang Sheng Min (President, Beijing Broadcasting University College of Advertising)

Program Content:

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| 1. Advertising training programs: | Advertising courses for working adults, corporate training programs, correspondence courses, training courses for certificate programs in advertising, agency operations pertaining to certificate programs, and test preparation courses. |
| 2. Publishing: | Educational textbooks on advertising, educational materials for certificate programs, advertising journals, etc. |
| 3. Business activities: | Corporate seminars, planning and implementation of workshops, corporate consulting. |
| 4. Education and research programs: | Research, development, dissemination of data, courses on advertising, overseas study programs, formal educational programs. |

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