

NEWS RELEASE**FOR IMMEDIATE RELEASE****December 2, 2003**

Dentsu Obtains BS7799 Certification for All Divisions at Its Tokyo Head Office

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that as of November 25, 2003 all the divisions (70 divisions) at its Tokyo Head Office had obtained BS7799 certification. Two Account Management Divisions at the Head Office had previously obtained BS7799 certification on April 11, 2003. This makes the Dentsu Tokyo Head Office the single largest corporate advertising office in the world to have received this certification.

Advertising companies frequently receive confidential information from clients in advance of any formal public announcement, and it is essential for advertising firms that such information be kept strictly confidential. For this purpose, Dentsu instituted an information security policy in April 2000 as one of a number of measures to ensure that its employees complied with strict information management procedures. Dentsu decided to obtain BS7799 certification in consideration of the need to further strengthen information security management on a company-wide scale, and as a means of helping to promote the continuous improvement of its information security procedures.

BS7799 is an international standard that not only regulates methods of information security management, it also provides guidelines for establishing a security-conscious corporate culture, and is widely considered to be effective in improving employee awareness of and compliance with proper information security management practices.

With the enactment of the new Computer Processed Personal Data Protection Act held by Administrative Organs scheduled for 2005, Dentsu's goal is to expand the scope of its certification during the next fiscal year and beyond to include Dentsu Inc. Kansai and Dentsu Inc. Chubu. Dentsu will also take steps to require the various contractors it works with to comply with strict information management procedures, and in this way will significantly add to the level of information security in the advertising industry as a whole.

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 and the Data Center
- Certification Standard: BS7799—Part 2: 2002
- Certification No.: 0014
- Date of Registration: November 25, 2003
- Registration Body: KPMG Registrar Co., Ltd.
- Accrediting Body: UKAS (United Kingdom Accreditation Service)

About BS7799

BS7799 is an international standard for information security management established by the British Standards Institute that prescribes basic control standards for managing information security. The British Standards 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.

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