

NEWS RELEASE**FOR IMMEDIATE RELEASE****December 8, 2003**

Dentsu Announces Development of “VextMiner DENTSU edition/Chinese Version,” a Chinese-Language Text Mining Tool

— *Dentsu Begins Text Mining Service in China* —

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: ¥58,967.1 million) announced today that it had jointly developed along with QUALICA Inc. (President: Masatake Mizusawa; Head Office: Tokyo) a Chinese-language text mining tool (see note below) named VextMiner DENTSU edition/Chinese version, and that it would begin offering marketing research services using this new tool in January 2004.

VextMiner DENTSU edition/Chinese version is the Chinese-language version of VextMiner DENTSU edition, a mining tool developed by QUALICA and Dentsu that was customized for application in market research and has been in use in Japan for the past three years. This tool makes it possible to statistically categorize and analyze the large volumes of data obtained from open-ended responses to questions in consumer surveys, which in turn deepens the understanding of consumer sentiment. It will also be helpful in designing more effective advertising strategies and brand development programs.

To enhance the ability of this Chinese-language edition, the advanced multilingual libraries developed by Basis Technology Corp. (President: Carl W. Hoffman; Head Office: USA) were installed. Basis Technology is well known around the world for its multilingual processing technologies, some of which are used in a popular Internet search engine.

Recently, demand has been expanding rapidly in China for marketing research services that analyze Chinese consumers or evaluate various media based on the results of surveys or focus groups. Dentsu will respond to this increased demand by using VextMiner DENTSU edition/Chinese version to actively promote a variety of marketing services, and improve its competitive edge in the Chinese market.

Marketing research services using this new tool will be provided by Beijing Dentsu Advertising Co., Ltd. and Sinomonitor International.

Note: Text Mining Tool

This is a type of software tool that converts the large amount of open-ended answers obtained from consumer surveys into a data format, and then applies natural language processing algorithms used in artificial intelligence to statistically analyze that data. These tools make it possible to efficiently retrieve meaningful information from large amounts of text data.

Profile of QUALICA Inc.

Name: QUALICA Inc.
Location: 5-29-15 Toyo, Koto-ku, Tokyo, Japan
President: Masatake Mizusawa
Capital: 1234.6 million yen
Number of Employees: 768 (As of March 31, 2003)
Annual Sales: 17.8 billion yen (fiscal year ended March 2003)
Date of Establishment: November 1982
(The company name was changed to QUALICA Inc. from Komatsu Software Co., Ltd.)
Business Profile: Customized software development, development and sale of packaged software, system operation and services, system component sales, etc. In addition to developing and operating the computer system of Komatsu Ltd. for many years, QUALICA is involved in system development and operation in fields ranging from manufacturing, factory automation and control, logistics, financial, to service industries.
URL: <http://www.qualica.co.jp/>

Profile of Basis Technology Corporation

Name: Basis Technology Corporation
Location in Japan: 9-6 Nibancho, Chiyoda-ku, Tokyo, Japan
President: Carl W. Hoffman
Date Established: 1995, United States
Business Profile: The head office is located in Boston, USA. It is a top-ranked company in the field of software globalization for multinational companies, and

multilingual information processing technologies and services. Its core product is the globalization platform Rosette™, which it uses to develop internationalized software, and multilingual data processing tools (Unicode compliant libraries, language discrimination systems, morphological analysis systems, etc.).

URL: <http://www.basistech.co.jp>

Profile of Beijing Dentsu Advertising Co., Ltd.

Name: Beijing Dentsu Advertising Co., Ltd.
Location: Beijing, People's Republic of China (Head Office)
Chairman: Wu Zihua
Capital: US\$2 million
Number of Employees: 616
Date Established: May 1994
Business Profile: A consolidated subsidiary of Dentsu, this advertising company serves as a base for the Dentsu Group in China. The head office is located in Beijing, with branch offices in Shanghai and five other cities. Sales in 2002 were the fourth highest among advertising firms in China (according to "Advertising Today" published by the China Advertising Association).

Profile of Sinomonitor International

Name: Sinomonitor International
Location: Beijing, People's Republic of China
COO: Zheng Zhi
Capital: 33.98 million Chinese yuan
Number of Employees: 70
Date Established: September 2003
Business Profile: A market research company formed as a joint venture between Dentsu and the China Marketing & Media Study, one of the largest market research firms in China. It makes use of the CMMS database (the

largest database in China on consumer purchasing trends, brand trends,
and consumer interaction with various types of media) to conduct
various types of analyses, develop planning tools, etc.

URL: <http://www.sinomonitor.com>

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