

NEWS RELEASE

March 5, 2004

**Dentsu Inc. Non-Consolidated Net Sales
for February 2004**

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	102,794	105.9
<Breakdown of Net Sales by Business Category>		
Newspapers	15,630	110.6
Magazines	5,331	97.6
Radio	1,940	105.6
Television	50,780	103.0
Sales Promotion	11,368	107.7
Others	17,743	112.5
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	83,340	105.4
Kansai Branch Office	15,593	110.0
Chubu Branch Office	3,860	99.9

* The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.

* "Others" includes mainly creative, marketing, sports and entertainment contents.

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