


NEWS RELEASE
FOR IMMEDIATE RELEASE**May 13, 2004**

Dentsu Reports Amendment to Forecast for Consolidated Business Results

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that, in light of recent business trends, it has amended the 2004 forecast (fiscal year ended March 31, 2004) for consolidated business results announced in its interim financial results issued on November 17, 2003.

1. Amendment to forecast for consolidated business results for the fiscal year ended March 31, 2004 (from April 1, 2003 through March 31, 2004)

(unit: million yen)

	Fiscal year ended March 31, 2004				Results for the previous fiscal year (fiscal year ended March 31, 2003)
	Amended forecast	Previously announced forecast	Amount of Difference	Rate of Difference (%)	
Billings (Net sales)	1,749,110	1,691,718	57,392	3.4%	1,692,947
Ordinary income	47,140	41,596	5,544	13.3%	45,312
Net income	30,881	18,709	12,172	65.1%	22,963

2. Reason for amendment to forecast of business results

Since many companies have increased their advertising activities as a result of the economic recovery, the addition of companies such as Geneon Entertainment Inc. in the consolidated financial statements beginning from the second half of the fiscal year ending March 2004, and due to other factors, Dentsu's consolidated billings (net sales) are predicted to exceed the expected amount. Furthermore, as announced on March 31, 2004, Dentsu will

record profit from the return of a substitutional portion of the Company's Employee's Pension Fund as an extraordinary profit for the second half of the fiscal year ended March 31, 2004.

Consequently, Dentsu expects its net income for the fiscal year ended March 31, 2004, to be 30,881 million yen, exceeding its forecast by 65.1 %.

The forecast for non-consolidated business results is as announced on April 19, 2004.

Note: Cautionary statement with respect to forward-looking statements

The amendment to the forecast for consolidated business results has been compiled based on the analysis of the relevant information available at this point in time, and contains potential risks and uncertainties. Therefore, the Company's actual financial results could differ from the forecast due to changes in various factors.

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