

NEWS RELEASE**FOR IMMEDIATE RELEASE****May 17, 2004****Dentsu Announces Prospective Members of the Board,
Corporate Auditors and Executive Officers**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) held a meeting of its Board of Directors on May 17, 2004 to select new Members of its Board and Executive Officers. Seven new Members of the Board were selected to replace five Board Members who will retire. In addition, two candidates were elected to the position of Corporate Auditor to replace two outgoing Corporate Auditors. Twenty-three Executive Officers were also selected, eight of whom were new appointees.

The selections of Members of the Board and Corporate Auditors will be subject to approval at the 155th Ordinary General Meeting of Shareholders, which is to be held on June 29, 2004. In addition, commencing with the forthcoming term, the term of office for newly appointed Members of the Board will be one year.

The current, incoming and retiring Board Members, Corporate Auditors and Executive Officers are listed below.

1. Incoming Members of the Board and their Current Titles (16)

<u>Title</u>	<u>Name</u>	<u>Current Title</u>
President & CEO	Tateo Mataki	President & COO
Executive Vice President	Tetsu Nakamura	Executive Vice President
Executive Vice President	Ko Matsumoto	Senior Managing Director
Executive Vice President	Tatsuyoshi Takashima	Senior Managing Director
Senior Managing Director	Isao Maruyama	Managing Director
Senior Managing Director	Takehiko Kimura	Managing Director
Senior Managing Director	Hiromori Hayashi	Managing Director
Managing Director	Kimiharu Matsuda	Senior Executive Officer
Managing Director	Michio Niiyama	Senior Executive Officer

Managing Director	Haruyuki Takahashi	Senior Executive Officer
Managing Director	Ryuichi Mori	Senior Executive Officer
Managing Director	Itsuma Wakasugi	Senior Executive Officer
Executive Director	Setsuo Kamai	Executive Officer
Executive Director	Kunihiko Tainaka	Executive Officer
Executive Director	Jun Sakakibara	Executive Director, President of Jiji Press Ltd.
Executive Director	Toyohiko Yamanouchi	Executive Director, President of Kyodo News

2. Incoming Corporate Auditors (4)

<u>Title</u>	<u>Name</u>	<u>Current Title</u>
Senior Corporate Auditor	Hitoshi Hanatsuka	Executive Vice President
Senior Corporate Auditor	Kojiro Takahashi	Senior Corporate Auditor
Corporate Auditor	Haruo Shimada	Corporate Auditor
Corporate Auditor	Yoshiharu Mani	Adviser of CRONUS CO., LTD.

*Upon the approval of the above four candidates at the 155th Ordinary General Meeting of Shareholders, the Company's Corporate Audit will be supervised by a team of five, including Corporate Auditor Yasuchika Negoro, who was appointed to the position at the Ordinary General Meeting of Shareholders the previous year.

3. Incoming Executive Officers and their Current Titles (23)

<u>Title</u>	<u>Name</u>	<u>Current Title</u>
Senior Executive Officer	Sachio Demura	Senior Executive Officer
Senior Executive Officer	Megumi Niimura	Senior Executive Officer
Senior Executive Officer	Naoki Kobuse	Senior Executive Officer
Senior Executive Officer	Koichi Mizuno	Senior Executive Officer
Senior Executive Officer	Toichi Ogitani	Senior Executive Officer
Senior Executive Officer	Norichika Koyama	Senior Executive Officer
Senior Executive Officer	Shoichi Yamamura	Executive Officer

Senior Executive Officer	Hiroshi Matsuzaki	Executive Officer
Senior Executive Officer	Takehiko Joju	Executive Officer
Senior Executive Officer	Tadashi Ishii	Executive Officer
Executive Officer	Tadahiko Nawa	Executive Officer
Executive Officer	Yoji Kiyohara	Executive Officer
Executive Officer	Tatsuya Tanaka	Executive Officer
Executive Officer	Masuo Tachibana	Executive Officer
Executive Officer	Kazuyoshi Nobuhara	Executive Officer
Executive Officer	Shinzo Okamoto	Director of Corporate Communications Division
Executive Officer	Osamu Fujiwara	Director of Dentsu Communication Institute, R&D Headquarters
Executive Officer	Tetsuo Machida	Director of International Management Division, International Headquarters
Executive Officer	Yasushi Matsushita	Director of TV Division, Media & Contents Business Headquarters
Executive Officer	Kotaro Sugiyama	Director of Interactive Communications Division, Media & Contents Business Headquarters
Executive Officer	Fumio Higuchi	Director of Account Management Division 14, 3 rd Account Management Headquarters
Executive Officer	Yoshihide Nakamoto	Director of Business Development Administrative Division, Dentsu Inc. Kansai

Executive Officer	Tomoharu Tsuruda	Director of Sports Marketing Division, Media & Contents Business Headquarters
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4-1. Retiring Board Members (5)

<u>Current Title</u>	<u>Name</u>	<u>Title</u>
Chairman & CEO	Yutaka Narita	Principal Advisor & Chairman of Dentsu Group
Executive Vice President	Fumio Oshima	Senior Executive Advisor, Corporate Affairs
Executive Vice President	Hitoshi Hanatsuka	Senior Corporate Auditor
Senior Managing Director	Hideaki Furukawa	Member of the Board of Information Services International-Dentsu, Ltd.
Managing Director & Chief Creative Officer	Toshiaki Nozue	Executive Advisor

4-2. Retiring Executive Officers (3)

<u>Current Title</u>	<u>Name</u>	<u>Title</u>
Senior Executive Officer	Masahiro Akashi	Executive Advisor
Senior Executive Officer	Susumu Kawakami	Executive Advisor
Executive Officer	Tatsuji Matsui	Executive Vice President of Dentsu TEC Inc.

4-3. Retiring Corporate Advisors (2)

<u>Current Title</u>	<u>Name</u>	<u>Title</u>
Senior Corporate Auditor	Makio Kasahara	Executive Advisor
Corporate Auditor	Shunro Hamada	

*The assumption of office of Executive Advisors will be subject to approval at the Board of Directors Meeting held on June 29, 2004 after the 155th Ordinary General Meeting of Shareholders.

*Executive Vice President Hitoshi Hanatsuka is expected to be appointed as a Senior Corporate Auditor at the 155th Ordinary General Meeting of Shareholders.

*Senior Managing Director Hideaki Furukawa is expected to be appointed as an executive director of Information Services International-Dentsu, Ltd at its General Stock Holders Meeting in June.

*Executive Officer Tatsuji Matsui is expected to be appointed as an executive director of Dentsu TEC Inc. at its General Meeting of Shareholders in June, and is expected to assume the office of Executive Vice President after its Board of Directors Meeting.

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