

**NEWS RELEASE****FOR IMMEDIATE RELEASE****May 17, 2004****Dentsu Announces Change of CPA**

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has adopted a resolution to change the independent certified public accountant responsible for auditing Dentsu under paragraph 1 of Article 193-2 of the Securities and Exchange Law of Japan. The resolution, adopted at a meeting of the Board of Directors held on May 17, 2004, is subject to approval of the agenda "Election of Independent Certified Public Accountants" at the 155<sup>th</sup> Ordinary General Meeting of Shareholders of Dentsu which is scheduled to be held on June 29, 2004.

**1. Reason for Change**

AZSA & Co., Dentsu's certified public accountant, will reach the expiration of its term of office and retire accordingly at the closing of the 155<sup>th</sup> Ordinary General Meeting of Shareholders. The Company has determined to appoint Tohmatsu & Co. as its new certified public accountant.

**2. Name of New Certified Public Accountant**

Name: Tohmatsu & Co.

Location: MS Shibaura Building, 13-23, Shibaura 4-chome, Minato-ku, Tokyo

**3. Name of Retiring Certified Public Accountant**

Name: AZSA & Co.

Location: AZSA Center Building, 1-2, Tsukudo-cho, Shinjuku-ku, Tokyo

**4. Scheduled Change Date**

June 29, 2004 (the scheduled date of the 155<sup>th</sup> Ordinary General Meeting of Shareholders)

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