

NEWS RELEASE**FOR IMMEDIATE RELEASE****May 18, 2004**

Dentsu Working with U.S. Company to Send a Prominent Individual to the International Space Station

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen), announced today that it has begun working with Space Adventures, Ltd. (Arlington, Virginia), a U.S. company specializing in the planning and operation of space-related tours, to initiate a project to send a prominent person in Japan on a flight to the International Space Station (ISS). The two companies will begin the process of ironing out details, with an aim to complete the flight within the next several years.

It is anticipated that the astronaut selected to make the flight will be a prominent individual active in Japanese show business, sports, culture or a related field. Plans call for the candidate to complete a required astronaut training program lasting approximately half a year, after which he or she will participate in a flight aboard a Soyuz spacecraft. Soyuz flights are conducted approximately twice each year. Space Adventures, Ltd. will be responsible for arranging for a seat on the Soyuz spacecraft, and will be in charge of contract finalization, training programs and facilitation of flight logistics with the Federal Space Agency of Russia. Dentsu will select the astronaut and the corporate sponsors, and plans to make a film record of the entire project, from astronaut training through to the actual space flight, for use in commercials, television programs and movies.

International Space Station (ISS)

The International Space Station is being constructed with the cooperation of 16 different countries around the world. About the size of a soccer field, it revolves around the earth once every 90 minutes, at an altitude of 400 kilometers. The United States and Russian modules are already in operation. The Space Station is permanently occupied by teams of three astronauts, with each astronaut remaining in the station for an average of three months. The Japanese module, "Kibo," is scheduled to be completed by the Japan Aerospace Exploration Agency (JAXA) in 2006 or 2007. In advance of this, Dentsu's plan to make commercial films inside the

spacecraft was approved as the first pilot project for private commercial use of the Space Station.

Contact: Takafumi Hotta
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: t.hotta@dentsu.co.jp

Space Adventures, Ltd.

Space Adventures, the world's leading space flight experiences and space tourism company, offers a wide range of programs, from Zero-Gravity and Edge of Space flights, cosmonaut training and space flight qualification programs, to reservations on future suborbital spacecraft. Headquartered in Arlington, Va., with an office in Moscow, Space Adventures is the only company to have successfully launched private individuals to the International Space Station. The company's advisory board comprises Apollo 11 moonwalker Buzz Aldrin; shuttle astronauts Kathy Thornton, Robert (Hoot) Gibson, Charles Walker, Norm Thagard, Sam Durrance and Byron Lichtenberg; and Skylab astronaut Owen Garriott. For more information, please visit www.spaceadventures.com.

Contact for Space Adventures, Ltd.:
Stacey Tearne
phone: +1-202-232-6574
fax: +1- 202-232-6535
www.crosbyvolmer.com

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