

NEWS RELEASE

September 7, 2004

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

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	112,746	120.0

< Breakdown of Net Sales by Business Category >

Newspapers	13,364	113.6
Magazines	5,306	100.3
Radio	2,552	106.5
Television	60,864	122.5
Sales Promotion	12,611	135.0
Others	18,047	116.2

< Breakdown of Net Sales by Business Office >

Tokyo Head Office	91,236	120.1
Kansai Branch Office	18,003	123.0
Chubu Branch Office	3,506	103.9

* 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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