

NEWS RELEASE**FOR IMMEDIATE RELEASE****September 10, 2004**

Dentsu's Korean Affiliate Dentsu InnovaK Inc. to Become Dentsu Subsidiary

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it had reached an agreement to purchase additional shares in its Korean affiliate, Dentsu InnovaK Inc., and transform it into a subsidiary. After concluding the investment, Dentsu will own an 85% equity stake in the company.

In an effort to provide advertising services for Japanese advertisers and local companies, Dentsu established business operational bases in Korea by setting up joint venture companies such as Phoenix Communications Inc. in 1996, and Dentsu InnovaK Inc. in 2001. The transformation of Dentsu InnovaK Inc. into a Dentsu subsidiary will significantly enhance its ability to offer clients a wider range of unique Dentsu services.

Dentsu InnovaK Inc. will receive full operational support from the Dentsu Head Office, and this will allow it to provide more dynamic services in the Korean market. In addition to servicing Japanese firms, the new subsidiary will aggressively target local advertisers.

Profile of Dentsu InnovaK Inc.

Company Name:	Dentsu InnovaK Inc.
Paid-in Capital:	5 billion won (approx. 450 million yen)
Location:	Seoul, Korea
Number of Authorized Shares:	1 million
President and Representative	
Director:	Masashi Tanaka
Total Billing:	39.3 billion won in 2003 (approx. 3.54 billion yen)

Shareholding Status

Present Shareholding Ratio: Dentsu 40%, Lee Kei Myung 40%,
Phoenix Communications Inc. 20%

Present Number of
Outstanding Shares: 1 million

Source of Shares to Be
Purchased: Lee Kei Myung 25%, Phoenix Communications Inc. 20%

Time Schedule

September 10, 2004 Conclusion of share purchase agreement

September 17, 2004 Conclusion of share transfer

Reference: Dentsu's Equity Share in Korean Advertising Firms

Phoenix Communications Inc.: Dentsu 28%

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