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FOR IMMEDIATE RELEASE**September 13, 2004**

Announcement of Amendment to Forecast for Non-Consolidated Business Results

The forecast for business results, which was issued at the time of the announcement of the annual business results on May 17, 2004, is hereby amended as follows, in light of Dentsu's recent performance:

1. Amendment to Forecast for Non-Consolidated Interim Business Results for the Fiscal Year Ending March 2005 (April 1, 2004 through September 30, 2004)

(Units: millions of yen)

	Six-months ending September 30, 2004				Actual results for comparable period of prior year (six-months ended September 30, 2003)
	Amended Forecast	Previously Announced Forecast	Amount of Increase / Decrease	Rate of Increase / Decrease (%)	
Net Sales	737,267	715,450	21,818	3.0	663,709
Ordinary Income	22,155	19,415	2,740	14.1	18,634
Net Income	12,153	11,003	1,150	10.4	11,254

2. Amendment to Forecast for Non-Consolidated Annual Business Results for the Fiscal Year Ending March 2005 (April 1, 2004 through March 31, 2005)

(Units: millions of yen)

	Fiscal year ending March 31, 2005				Actual results for comparable period of prior year (fiscal year ended March 31, 2004)
	Amended Forecast	Previously Announced Forecast	Amount of Increase / Decrease	Rate of Increase / Decrease (%)	
Net Sales	1,506,153	1,484,336	21,818	1.5	1,402,533
Ordinary Income	43,630	40,890	2,740	6.7	40,249
Net Income	24,141	22,991	1,150	5.0	29,924

3. Reasons for Amendment to Forecast for Business Results

Due to the recovery of the domestic economic conditions, in particular contributed to by the hot summer weather that helped boost consumption and also by the sales related to the Olympic games in Athens, Dentsu's net sales for the six months ending September 30, 2004 are expected to exceed the initial forecast by 3.0%.

The gross profit ratio for the six months ending September 30, 2004 is expected to be roughly equal to the initial forecast, while selling, general and administrative expenses are expected to exceed the initial forecast by only 1.6%.

Consequently, ordinary income and net income are expected to exceed the initial forecast by 14.1% and 10.4%, respectively.

The forecast for the business results for the latter half of the current fiscal year is now being prepared and has not yet been amended. As a result, the forecast for the annual business results has been amended, but only to the extent of the upward amendment to the forecast for the business results for the six months ending September 30, 2004.

The forecast for consolidated business results is currently being calculated and will be announced as soon as it is finalized.

Note: Cautionary statement with respect to forward-looking statements

This forecast for the business results has been made by Dentsu based on the information currently available to it, and contains potential risks and uncertainties. Therefore, the actual business results could differ from the forecast due to changes in various factors.

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