

NEWS RELEASE

October 27, 2004

Principal Advisor & Chairman of Dentsu Group Yutaka Narita is Presented with the Legion of Honor from the Government of France

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Yutaka Narita, Principal Advisor & Chairman of Dentsu Group, has been officially awarded the Legion of Honor (*la Légion d'Honneur*) (see Note) by the Government of France. The Legion of Honor is France's most prestigious decoration, and represents the highest civil honor.

A ceremony conferring the award will be held at 5:30 p.m. today, October 27, 2004, at the French Ambassador's Residence in Tokyo. Mr. Narita will receive the rank of Officer in the National Order of the Legion of Honor (*Officier de l'Ordre National de la Légion d'Honneur*) from H. E., Mr. Bernard de Montferrand, the French Ambassador to Japan.

France's decision to bestow the award was based on the outstanding contribution Mr. Narita has made to the relationship between France and Japan. Mr. Narita has been a member of the Strategic Council for Attractiveness (*Conseil stratégique pour l'attractivité de la France*), a body directly under the office of French Prime Minister Jean-Pierre Raffarin, since 2003, and has worked vigorously to forward the introduction and position of France in Japan. Furthermore, in 2002, Dentsu entered into a strategic global alliance with Publicis Groupe S.A., and through this partnership has been actively involved in a number of business projects. Publicis Groupe is based in Paris and ranks fourth among the world's leading advertising groups.

Note: The Legion of Honor (*la Légion d'Honneur*)

The Legion of Honor was created by Napoleon Bonaparte in 1802 and is the highest reward given to individuals by the French Republic for outstanding contributions to France. The award consists of five classes: Grand Cross (*Grand-Croix*), Grand Officer (*Grand Officier*), Commander (*Commandeur*), Officer (*Officier*), and Knight (*Chevalier*). Foreign nationals may also be recipients of the Legion of Honor, and receive them accordingly: The Grand Cross (*Grand-Croix*) is presented to heads of state, such as prime minister; the Grand Officer (*Grand Officier*), is delivered to ministers of state; the Commander (*Commandeur*) is received by ambassadors who have served in France; and Officer (*Officier*) and Knight (*Chevalier*) are conferred on those who have made substantial contributions to France through economic or cultural exchange.

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