

NEWS RELEASE

November 8, 2004

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

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	131,205	111.2

< Breakdown of Net Sales by Business Category >

Newspapers	18,038	89.6
Magazines	7,116	109.5
Radio	2,338	107.7
Television	67,675	116.6
Sales Promotion	16,405	124.2
Others	19,630	109.7

< Breakdown of Net Sales by Business Office >

Tokyo Head Office	105,054	111.1
Kansai Branch Office	21,782	114.7
Chubu Branch Office	4,368	99.5

* 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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(No. 60-2004)