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FOR IMMEDIATE RELEASE**November 9, 2004**

Announcement of Amendment to Forecast for Consolidated Business Results

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

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

(Units: millions of yen)

	Net sales	Ordinary income	Net income (six-months)
Previously announced forecast	889,029	17,016	7,104
Amended forecast	923,438	24,693	12,295
Amount of increase / decrease	34,410	7,678	5,191
Rate of increase / decrease (%)	3.9%	45.1%	73.1%
Actual results for comparable period of prior year (six-months ended September 30, 2003)	816,735	16,584	6,802

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

(Units: millions of yen)

	Net sales	Ordinary income	Net income
Previously announced forecast	1,857,984	48,085	23,585
Amended forecast	1,898,625	54,261	26,586
Amount of increase / decrease	40,640	6,175	3,000
Rate of increase / decrease (%)	2.2%	12.8%	12.7%
Actual results for comparable period of prior year (fiscal year ended March 31, 2004)	1,749,110	47,140	30,881

3. Reasons for Amendment to Forecast for Business Results

Consolidated net sales for the six months ended September 30, 2004 are expected to exceed the initial forecast by 3.9% due to improvement in domestic economic conditions, increased consumption resulting from Japan's summer heat wave, sales related to the ATHENS 2004 Olympic Games, and general stability of the Company's overseas activities. Consolidated gross profit is expected to exceed the initial forecast by 5.9%. On the other hand, selling, general and administrative expenses are expected to show a slight increase of 0.3% over the initial forecast.

As a result, consolidated ordinary income for the six months ended September 30, 2004 and consolidated net income for the six months ended September 30, 2004 are amended as above.

Based on recent conditions in the advertising market, business results for the latter half of the current fiscal year are expected to remain stable, although further uncertainties exist regarding factors such as economic trends. Therefore, the forecast for consolidated annual business results for the fiscal year ending March 2005 is amended as above.

Note: Cautionary statement with respect to forward-looking statements

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

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