

NEWS RELEASE**FOR IMMEDIATE RELEASE****July 1, 2005****Dentsu to Focus on ‘Cultivation’ and ‘Emergence’***-President Mataka Addresses Dentsu Employees**at the 104th Anniversary Ceremony**Commemorating the Company’s Foundation-*

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen), held a ceremony commemorating the 104th anniversary of the Company’s foundation at 10:00 a.m. on July 1, 2005, at its Tokyo Head Office and at its Kansai and Chubu branch offices.

The Tokyo Head Office ceremony took place in the Dentsu Hall on the first floor of the Head Office Building in Shiodome, where President Mataka delivered a speech on general policy.

Following are highlights of the speech.

“The Dentsu Group has long drawn on its extensive experience and expertise as an advertising communications partner, providing high-quality marketing services to our clients and bolstering the value of media in a radically shifting environment. All our efforts are directed toward instilling new energy into society, and this is clearly demonstrated by our involvement in a variety of communications activities including large-scale events. It is necessary to remember, however, that peace stands as vital condition for overall economic prosperity and human well-being and we believe it is our social mission to contribute to the betterment of the world around us by generating vitality among our stakeholders.

“As can be seen in our evolving efforts to promote worldwide events such as World Expositions and Olympic Games, the Dentsu Group’s role in creating optimal links among clients, media-related companies and consumers is increasing in both scope and depth. As a ‘leader in the flow of economic activity’, the Group must always strive to create new value, as we seek to discover solutions for every conceivable communications challenge. In our role as

‘A Partner in Creating Value’ our efforts to create new businesses, develop innovative content and invigorate lifestyles demonstrate our resolve to make the Group an indispensable and vital part of our society.

“To help define our corporate vision as “A Partner in Creating Value”, I will now talk about ‘cultivation’ and ‘emergence’.

“The first step in the process of what I refer to as ‘cultivation’ is to take action based on insight into three equally important communications-related spheres: ‘consumer insight’, which helps us determine the behavior of consumers; ‘client insight’, which enables us to establish a solid relationship of trust with our clients, hear their honest views, and share their real concerns; and ‘media insight’, that provides us with a deep understanding of all of media and how these media connect people of all ages and walks of life. This has always been at the heart of the Dentsu Group’s excellence, and has been passed down since the Company’s founding over a century ago. Ultimately, however, the foundation of all this is what I call ‘social insight’. Through deepening our understanding of society and becoming more involved in activities aimed at energizing the entire market and local communities, the Group is fulfilling its role in society by sharing the knowledge gained through such insight. For this reason, it is important for each and every one of us to gain a greater comprehension of history and culture, in order to broaden our perspective.

“When I speak of ‘emergence’, I am referring to a process that makes it possible to generate completely new ideas that transcend the sum of the capacities of the individuals involved. When new ideas are generated, the entire team becomes transformed, synergies are created, and a chain reaction is started that leads to the creation of ideas on a new, higher level.

“The process of integrating ‘cultivation’ and ‘emergence’ yields their full potential. It constitutes the core of the Dentsu Group and manifests what I would call the ‘Dentsu Way’. Strong individuals form strong teams, and the power of ‘emergence’ ensures that our Group continues to deliver superior services.

“To become a true ‘Partner in Creating Value’, each Group company must work to further develop its level of expertise, and maximize its integrated strengths. The Dentsu Group

currently comprises 15,000 gifted people. Based on our concept ‘Groupwide and Globally Oriented’, we will continue to promote the exchange of ideas among Group companies, and create an environment facilitating strong intra-Group linkage. In doing so, we seek to provide greater momentum to the process of ‘cultivation and emergence’ across the entire Group.

“The Dentsu Group’s 4-2-2 Strategy was designed to enhance comprehensive services focusing on four strategic markets. Before us lies a wide-open frontier. We are opening up new areas, and developing new and appropriate business models. At the same time we will continue to cultivate and improve the business models we have created in the past.

“The key to success in any venture lies in a talented and dedicated workforce. To ensure the future growth of the Dentsu Group, our first priority must be on investing in human resources. It is my hope and expectation that every workplace engaged in the process of ‘cultivation and emergence’ will also become a ‘learning environment’.

“The working environment at Dentsu is a stimulating one, and allows for the free expression of ideas. In my mind’s eye I see a Dentsu Group full of energetic people fully realizing their potential. As a Group of devoted individuals, we are committed to our common goal of becoming a valued corporate citizen.

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