

NEWS RELEASE**FOR IMMEDIATE RELEASE****July 6, 2005**

Dentsu-China Advertising Study Project Fund to Be Launched in China

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) and the Ministry of Education of the People's Republic of China announced today the launch of a special project to develop human resources in China in the field of advertising. The project is to be called the Dentsu-China Advertising Study Project Fund (see Note 1).

During the past eight years, Dentsu has carried out the Japan-China Advertising Educational Exchange Project (see Note 2), and the Japan-China Marketing Study Exchange Project (see Note 3), both of which were highly evaluated by China's Ministry of Education. With several important national events coming up in the near future, including the Beijing 2008 Olympic Games and the 2010 Shanghai World Expo, China seeks to develop a larger number of individuals with expertise in the field of advertising. The present project is being launched by Dentsu and China's Ministry of Education to address that requirement. Funds for the project will be contributed by Dentsu, and the project itself will be administered by the China's Ministry of Education.

The specific educational projects to be carried out under the Fund's auspices will include development of a "Dentsu study exchange system" whereby faculty members selected from universities throughout China are invited to study at Dentsu. A second program will aim to advance advertising communications education by offering special seminars to professors and from advertising faculties at Chinese universities. These seminars will focus on the latest advertising theories as well as present case studies and cover other practical aspects of the advertising business. Dentsu also plans to commission research on selected themes.

Profile of the Project Fund

Title: Dentsu-China Advertising Study Project Fund
Period: Three years
Total Funding: 10 million yuan (approximately 126.5 million yen)

Note 1: Project Fund

It is intended that all the funds allocated to this project will be spent directly on project-related activities. In this sense, the project differs from ordinary fund projects in which funds are used to provide investment income to support project activities.

Note 2: Profile of the Japan-China Advertising Educational Exchange Project

The Japan-China Advertising Educational Exchange Project was launched in 1996 as a five-year project commemorating the 95th anniversary of Dentsu's founding. The project's purpose was to use advertising education to promote cultural exchange between Japan and China, and to deepen mutual understanding and friendship between the two countries. As part of the project, courses in advertising were offered to students from six of the top universities in China (Beijing University, Renmin University of China, the Beijing Broadcasting Institute [now the Communication University of China], The Central Fine Arts Academy [now the Academy of Arts & Design, Tsinghua University], Fudan University and Shanghai University), and a program was established to invite faculty members from the above mentioned Chinese universities to participate in training programs at Dentsu.

Note 3: Profile of the Japan-China Marketing Study Exchange Project

The Japan-China Marketing Study Exchange Project was launched to commemorate the 100th anniversary of Dentsu's founding. This four-year project, which ran from 2001 to 2005, expanded upon the earlier Japan-China Advertising Educational Exchange Project by offering Japan-China Corporate Exchange Seminars to full-fledged members of society working in the Chinese advertising industry.

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