

**NEWS RELEASE****FOR IMMEDIATE RELEASE****July 26, 2005**

## **Dentsu to Establish a New Advertising Company, Dentsu Alpha Limited, in Vietnam**

Dentsu Inc. (President: Tateo Matakai; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it would establish a new advertising company in Ho Chi Minh City, Vietnam, as a joint venture with a local advertising company, Neko Co., Ltd. The new company, to be called Dentsu Alpha Limited, will commence business operations on Monday, August 1, 2005.

Up to now, Dentsu has provided advertising services in Vietnam through its wholly owned subsidiary, Dentsu Vietnam Limited. To further expand its business, Dentsu has decided to set up a new joint venture with Neko Co., Ltd., a local firm with experience in planning and production in the fields of advertising and sales promotion. Dentsu Alpha will be Dentsu's second subsidiary in Ho Chi Minh City.

The new company will primarily target Japanese clients, and aggressively market its services to local and multinational firms.

### **Profile of Dentsu Alpha Limited**

Company Name:	Dentsu Alpha Limited
Capital:	1 million U.S. dollars (Approximately 110 million yen)
Location:	Ho Chi Minh City, Vietnam
Shareholding Ratio:	Dentsu 80%, Neko Co., Ltd. 20%
Expected Billings:	200 million yen (August to December 2005 fiscal year)
General Director:	Hajime Kaneko (Presently at Neko Co., Ltd.)
Number of Employees:	16

**Profile of Neko Co., Ltd.**

Company Name: Neko Co., Ltd.  
Date Established: August 18, 2003  
Representative: Nguyen Viet Hoc  
Capital: 1.5 billion Vietnamese Dong (Approximately 10.5 million yen)  
Number of Employees: 16  
Business Activities: Planning, production and sales promotion with regard to television commercials and graphics; event planning, printing, production, etc.

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