

NEWS RELEASE**FOR IMMEDIATE RELEASE****September 8, 2005****Dentsu to Establish a Joint Venture with 24/7 Real Media, Inc.
to Reinforce Search Engine Marketing Services in Japan**

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it would establish a new company offering a full spectrum of search engine marketing (SEM) services through a joint venture with 24/7 Real Media, Inc. The establishment of this new company, to be called K.K. 24-7 Search, will enhance the service structure for the rapidly growing SEM market in Japan. Business operations will commence on October 1, 2005.

24/7 Real Media is a U.S.-based, full-service Internet advertising company with operations in 12 countries around the world. Its business is centered on three main areas: full-service SEM, online advertising sales and online advertising technology businesses. In particular, its SEM optimization system Decide DNA™ is highly regarded in the United States, Europe and Australia.

By utilizing Decide DNA, advertisers are able to significantly improve the cost-effectiveness of SEM.

Features of Decide DNA include:

- Unified management in real time of order placement and bid status for multiple paid search engines (management of over one million keywords).
- Ability to capture content information from advertiser sites and convert to search keyword selection and advertising copy.
- Ability to maximize cost efficiency (1) by controlling order placement and bid price, (2) by measuring online ad effectiveness based on inquiry and purchase rates among customers and (3) by setting a variety of optimization rules, such as change of advertising copy. Automatic management based on set rules is also possible.

Internet advertising expenditures in the U.S. market are currently 9.6 billion U.S. dollars, of

which 40% is SEM (according to the Internet Advertising Bureau), surpassing the market scale of banner ads. In Japan, the proportion of SEM among all Internet advertising expenditures (181.4 billion yen) is estimated to be around 30 billion yen. Dentsu Communications Institute Inc. forecasts that this will grow 97% in 2005 to approximately 59 billion yen.

With the SEM market expected to grow significantly, Dentsu will consolidate all of its SEM-related business in 24-7 Search and its Decide DNA technology. The new company will offer this service to agencies, clients and others, enhancing the Dentsu Group's competitiveness in the SEM market.

Profile of K.K. 24-7 Search

Company Name:	K.K. 24-7 Search
Capital:	400 million yen
Location:	Minato-ku, Tokyo (tentative)
Shareholding Ratio:	24/7 Real Media 51%, Dentsu 49%
General Director:	Jae Woo Chung (currently President of 24/7 Real Media Asia)
Number of Employees:	10 (approximate)
Business Activities:	Internet advertising sales, focused on the SEM business

Summary of Jae Woo Chung's Career History

1988 –94	Fukoku Korea Manufacturing
1995 –97	Graduate School of Business Administration, Keio University (MBA)
1997	Samsung Electronics Co., Ltd. Soft Business Team, Computer Division, Assistant Manager
1997 –98	LG-EDS Senior Consultant
1998 –Present	24/7 Real Media Asia, President

Profile of 24/7 Real Media, Inc.

Company Name: 24/7 Real Media, Inc.
Representative: David J. Moore
Location: 132 West 31st Street, New York, NY
Market Capitalization: 250 million U.S. dollars
Net Sales: 85 million U.S. dollars (fiscal year ended December 31, 2004)
Number of Employees: 333 (as of August 2005)
Business Activities: Full-service SEM business, online advertising sales and online advertising technology businesses

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