

NEWS RELEASE**FOR IMMEDIATE RELEASE****November 30, 2005**

Dentsu and Members Co., Ltd. Announce Business Alliance and Capital Tie-Up

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) and Members Co., Ltd. (President & CEO: Tadashi Kenmochi; Head Office: Tokyo; Capital: 500.0 million yen), jointly announced today that they have reached an agreement to pursue collaborative business activities in the field of digital marketing, as outlined below.

Further, Dentsu.Com, Inc. (President: Naohiko Teshigawara; Head Office: Tokyo), a Dentsu subsidiary specializing in venture capital, announced its equity investment in Members through the acquisition of that company's existing shares. The investment by Dentsu.Com was made prior to the establishment of the business alliance between Dentsu and Members.

Purpose of Business Alliance

Through this business alliance and capital tie-up, Dentsu will receive enhanced access to Members' extensive resources and operational expertise in such areas as digital marketing and customer relationship management (CRM)-related services. The partnership is intended to bolster Dentsu's line-up of marketing solutions for clients utilizing the Internet and other technologies.

In particular, recent years have witnessed a rapid rise in the need for marketing support services among companies using the Internet as a direct marketing channel, as well as among manufacturers, financial institutions and distribution sector companies that have embarked on direct marketing programs. In collaboration with Members, which has a strong track record in this field, Dentsu aims to reinforce its client service capabilities, including the provision of e-commerce support solutions.

Members sees the partnership as an excellent opportunity to provide its proprietary range of digital marketing-related services to Dentsu clients, as well as develop collaborative solutions with Dentsu in such areas as the development of new media. Members plans to offer total digital marketing solutions through this partnership.

Outline of Capital Tie-Up

Dentsu.Com acquired Members' shares from an existing shareholder under the following conditions.

1. Number of shares acquired: 1,905 shares (approximately 7% of the outstanding shares)
2. Acquisition date: November 22, 2005
3. Method of acquisition: Acquisition of shares from an existing shareholder

Profile of Members Co., Ltd.

Company Name: Members Co., Ltd.
Location: Toranomom Kotohira Tower, 1-2-8, Toranomom, Minato-ku,
Tokyo
President& CEO: Tadashi Kenmochi
Capital: 500.0 million yen
Date Established: June 26, 1995

Profile of Dentsu Inc.

Company Name: Dentsu Inc.
Location: 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo
President & CEO: Tateo Mataki
Capital: 58,967.1 million yen
Date Established: July 1, 1901
URL: <http://www.dentsu.com>

Profile of Dentsu.Com, Inc.

Company Name: Dentsu.Com, Inc.
Location: Ichikudo Bldg., 1-9-5, Tsukiji, Chuo-ku, Tokyo
President: Naohiko Teshigawara
Capital: 50.0 million yen
Date Established: March 2, 2000

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