

**NEWS RELEASE****FOR IMMEDIATE RELEASE****December 15, 2005**

## **Dentsu Announces Business Alliance and Capital Tie-Up with a Subsidiary of CYBER AGENT in Mobile Marketing Field**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that the Company and its consolidated subsidiary cyber communications inc. have agreed to a business alliance with CA Mobile Ltd., a consolidated subsidiary of CYBER AGENT, LTD. in the field of mobile marketing.

The alliance follows a capital investment in CA Mobile by Dentsu. Com Fund #1, L.P. (managed by another Dentsu consolidated subsidiary, Dentsu. Com, Inc.) and cyber communications.

### **1. Outline of Business Alliance**

Mobile-related markets are expected to expand in response to a diversification of clients needs in the direction of mobile marketing as a result of the proliferation of broadband and fixed-charge systems.

CA Mobile has specialized in the mobile business since its establishment, and has extensive experience and know-how as a leading company in the mobile Internet field. Through the alliance, CA Mobile, Dentsu and cyber communications will seek to increase their business in mobile advertising, diversify sales channels within the mobile commerce business, and strengthen business alliances outside Japan.

### **2. Outline of Capital Tie-Up**

CYBER AGENT plans to transfer shares of CA Mobile to Dentsu. Com Fund #1 and cyber communications under the following conditions.

#### **Dentsu. Com Fund #1, L.P.**

- (1) Number of shares to be transferred: 225 shares  
(5.6% of the total number of shares issued)
- (2) Date of transfer: December 15, 2005

**cyber communications inc.**

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(Reference)

**Profile of Dentsu Inc.**

Company Name: Dentsu Inc.  
Date Established: July 1, 1901  
Capital 58,967.1 million yen  
President & CEO: Tateo Mataka  
Location: 1-8-1, Higashi-Shinbashi, Minato-ku, Tokyo  
Principal Business: Full-service advertising

**Profile of Dentsu. Com, Inc.**

Company Name: Dentsu. Com, Inc.  
Date Established: March 2, 2000  
Capital 50 million yen  
President: Naohiko Teshigawara  
Location: 6F, Ichikudo Bldg., 1-9-5, Tsukiji, Chuo-ku, Tokyo  
Principal Business: Operation and management of assets of investment business partnership

**Profile of cyber communications inc,**

Company Name: cyber communications inc.  
Date Established: June 5, 1996  
Capital 2,235.83 million yen (as of September 30, 2005)  
Chairman & CEO: Toshio Arai  
Location: 4F, Hamarikyu Kensetsu Plaza, 5-5-12, Tsukiji, Chuo-ku, Tokyo  
Principal Business: Planning, creation and sales of internet advertising

**Profile of CYBER AGENT, LTD.**

Company Name: CYBER AGENT, LTD.  
Date Established: March 18, 1998  
Capital 6,591,046,364 yen (as of September 30, 2005)  
President & CEO: Susumu Fujita  
Location: 1-12-1, Dogenzaka, Shibuya-ku, Tokyo  
Principal Business: Internet media business  
Internet advertising agency business  
Investment development business

**Profile of CA Mobile Ltd.**

Company Name: CA Mobile Ltd.  
Date Established: May 31, 2000  
Capital 200 million yen  
President: Yuzuru Sotokawa  
Location: 20-1, Sakuragaoka-cho, Shibuya-ku, Tokyo  
Principal Business: Mobile media business  
Mobile commerce business  
Mobile contents business  
Mobile search engine marketing business

Contact: Yukihiro Oguchi  
Senior Manager  
Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: yukihiro.oguchi@dentsu.co.jp

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