

NEWS RELEASE**FOR IMMEDIATE RELEASE****December 21, 2005**

Dentsu to Establish a Second Network Agency in the Middle East

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that its India-based joint venture, Dentsu Marcom Pvt. Ltd. (Chairman: Sandeep Goyal; Head Office: New Delhi; Capital: 17.0 million Indian rupees) will establish a local subsidiary Dentsu Marcom Middle East FZ-LLC in Dubai, United Arab Emirates by January 2006. This move follows Dentsu's direct equity investment in Drive Communication (Managing Director: Cheriff Tabet; Head Office: Jeddah, Kingdom of Saudi Arabia; Capital: 2.0 million Saudi riyals) in June 2005. Drive Communication is a full-service advertising agency currently expanding its agency network to cover markets across the Middle East.

Among the Gulf Cooperation Council countries, which have received considerable attention in recent years, Dubai is often cited as the city most aggressively pursuing economic development. As part of Dubai's development program, the government has been promoting free zones such as Jebel Ali Free Zone, Media City, Internet City and Knowledge Village. With hundreds of the world's leading companies now operating there, Dubai has become a hub for the Middle East economy.

During a period in which interest in Middle East markets has steadily risen, Dentsu is on the way to establishing a strong foothold in the Middle East through interests in Drive Communication and Dentsu Marcom Middle East.

Profile of Drive Communication

Company Name: Drive Communication
Capital: 2.0 million Saudi riyals (approximately 55.52 million yen)
Location: Jeddah, Kingdom of Saudi Arabia
Offices: Riyadh, Saudi Arabia; Beirut, Lebanon; Dubai, United Arab Emirates;
Damascus, Syria; Casablanca, Morocco; Algiers, Algeria.
Shareholding Ratio: Abdul Latif Jameel Co. Ltd. 16.9%, Abdul Latif Jameel Outdoor
Advertising Co. Ltd. 80.0%, Dentsu Inc. 3.1%
Establishment: 1997
Managing Director: Cheriff Tabet

Dentsu's joint venture partner, Abdul Latif Jameel Co., is part of the ALJ Group, which operates a diversified range of businesses. These include automotive sales, finance, insurance and consulting, as well as others.

The investment in Drive Communication is made directly by Dentsu. Drive Communication is the first agency that Dentsu established a partnership with in the Middle East owing to its presence in several countries in the region.

Profile of Dentsu Marcom Middle East FZ-LLC

Company Name: Dentsu Marcom Middle East FZ-LLC
Capital: 850,000 dirhams (approximately 25.5 million yen)
Location: Dubai, United Arab Emirates
Shareholding Ratio: Dentsu Marcom Pvt. Ltd. 68.9%, Mogae Consultants Pvt. Ltd. 31.1%
Establishment: January 2006
Chairman: Sandeep Goyal

Profile of Dentsu Marcom Pvt. Ltd.

Company Name: Dentsu Marcom Pvt. Ltd.
Capital: 17.03 million Indian rupees (approximately 42.58 million yen)
Location: New Delhi, India
Offices: Mumbai, India
Shareholding Ratio: Dentsu Inc. 74.0%, Mogae Consultants Pvt. Ltd. 26.0%
Establishment: 2004
Chairman: Sandeep Goyal

Mr. Sandeep Goyal is President of Dentsu's joint venture partner, Mogae Consultants, and was Group Broadcasting CEO at India's Zee Television until August 2002.

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