

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

Dentsu to Establish a New Sports Marketing Company, Dentsu Sports Partners Inc.

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has established a new subsidiary, Dentsu Sports Partners Inc., as a specialist sports marketing company. The new company will mainly be involved in sports event management and production, and is due to commence operations on February 1, 2006.

Each year, a large number of sports events are held in Japan, ranging from major world-class international events to small and medium-scale domestic events. Within this environment, in recent years Dentsu has seen a rapid increase in services related to sports event management and production. This has led to substantially greater needs for specialized resources focused on this area.

The establishment of Dentsu Sports Partners on this occasion is primarily aimed at further bolstering Dentsu's ability to meet these needs. The new company will provide an array of high-quality, specialized services by assembling a team of personnel highly experienced in such sports event-related operations as event planning and proposals, management and production.

The new company plans to offer services in the following four areas.

1. Consulting relating to the development of businesses based on content and intellectual property rights
2. Website planning, development and operation
3. Management of professional athletes
4. Sports event operations staff outsourcing services

Profile of Dentsu Sports Partners Inc.

Company Name: Dentsu Sports Partners Inc.
Location: 1-12-6, Tsukiji, Chuo-ku, Tokyo
President: Tatsuo Tachikawa (currently Deputy Director of the Sports
Business Division of Dentsu Inc.)
Capital: 400 million yen
Establishment: December 26, 2005
Shareholding Ratio: Dentsu Inc. 100%
Number of Employees: 13 (tentative)

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