

NEWS RELEASE**FOR IMMEDIATE RELEASE****March 16, 2006****Dentsu Survey Estimates the Economic Impact in Japan
from the 2006 FIFA World Cup Germany™**

*— Direct consumer spending to be bolstered by 224.1 billion yen;
Total economic impact estimated to be 475.9 billion yen —*

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the results of an independent quantitative survey conducted by its Center For Consumer Studies (CCS) regarding the impact of the 2006 FIFA World Cup Germany™ (to be held June 9 to July 9, 2006) on Japan's domestic consumer economy.

In addition to further stimulating already buoyant sales of DVD recorders and thin-screen televisions, which are making deep inroads into the household market, the 2006 FIFA World Cup Germany™ is strongly expected to provide a broad-based economic impact in Japan across many areas of the economy including manufacture of parts and components, distribution and service industries.

According to the survey estimates, the 2006 FIFA World Cup Germany™ will directly bolster household consumer expenditures in Japan by 224.1 billion yen (Table 1), including 93.1 billion yen spent on such digital consumer appliances and services as thin-screen televisions, DVD recorders, personal computers, and subscription-based BS/CS broadcasting services. The impact on expenditures for food and beverage is estimated at 41.4 billion yen, while spending on related goods is expected to increase by 42.7 billion yen.

Table 1: Estimated Impact of FIFA World Cup Germany™ on Consumer Expenditures in Japan

	Amount (million yen)	Share of total (%)
Match attendance and supporters' tours	25,142	11.2
For Qualifiers in Japan, etc.	20,969	9.4
For Qualifiers outside Japan, etc.	1,594	0.7
For FIFA World Cup Germany™	2,579	1.2
Electricity charges	4,565	2.0
Purchases of digital consumer appliances and services	93,063	41.5
Thin-screen television, etc.	38,549	17.2
DVD recorder, etc.	16,007	7.1
Personal computer	25,878	11.5
ADSL subscriptions, etc.	1,316	0.6
BS/CS TV subscriptions	11,314	5.0
Food and beverage expenditures	41,399	18.5
Food and beverage at home	26,213	11.7
Eating out: restaurant costs, etc.	13,625	6.1
Eating out: transportation costs, etc.	1,560	0.7
Purchase of goods	42,673	19.0
Merchandise, CDs, etc.	15,886	7.1
Uniforms, etc.	14,448	6.4
Content, etc.	12,339	5.5
Purchases of newspapers and magazines	17,293	7.7
Total	224,135	100.0

Furthermore, the direct economic impact through a wide range of component and other purchases shown above are expected to trigger total production increases of approximately 2.1 times that amount, or 475.9 billion yen (Table 2), over the medium term.

Table 2: Economic Impact According to Industry (Value of total induced production)

	Amount (million yen)	Share of total (%)
Primary industry	7,989	1.7
Secondary industry	166,899	35.1
Mining and manufacturing	162,929	34.2
Construction	3,970	0.8
Tertiary industry	301,056	63.3
Commerce	91,817	19.3
Finance, insurance, real estate	37,260	7.8
Transportation, communications	53,110	11.2
Services	100,379	21.1
Other	18,490	3.9
Total	475,944	100.0

If the Japanese national team were to make it through to the tournament Semi-finals or Final, the excitement induced across the entire country would further magnify the economic impact. In such a case, the total economic impact would grow to 546.1 billion yen, or 70.2 billion yen more than otherwise.

Although a direct comparison with this year's tournament and other sporting events is not possible owing to the different host countries involved and changes in calculation methodology, Dentsu and INSTITUTE FOR SOCIAL ENGINEERING, INC., jointly produced estimates of the economic impact from the 2002 FIFA World Cup Korea/Japan™. According to those estimates, domestic consumption was bolstered by 848.0 billion yen (including 705.0 billion yen in household consumer expenditures). The total economic impact induced by tournament-related consumption was estimated at 1,864.0 billion yen in 2002.

Survey Outline

Survey Subjects: Men and Women aged 20 to 69, throughout Japan
Sample Size: 1,000
Survey Method: Internet survey
Survey Period: January 27 to 30, 2006

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