

NEWS RELEASE**FOR IMMEDIATE RELEASE****June 8, 2006**

Dentsu and Toyo Shinyaku to Jointly Establish TSD Wellness

— New company will provide coherent support ranging from product development to strategic marketing plans for FOSHU and health foods —

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) and Toyo Shinyaku Co., Ltd. (President: Toshimitsu Hattori; Head Office: Fukuoka-city, Fukuoka; Capital: 50 million yen) announced today that they would jointly establish on July 3, TSD Wellness Inc., a new company to provide one-stop support, ranging from product development and contract research organization (CRO) (Note 1) services to strategic marketing plans, for foods for specified health use (FOSHU) (Note 2) and health foods, offering full assistance with entry into the health food market or the launch of new products.

1. Reason for Establishing the New Company

With the recent rise in awareness of health issues accompanying the aging of society, and greater attention paid to self-medication following reduction in support for medical costs and other factors, the FOSHU and health food market grows bigger each year. This growing market is already crowded, however, and competition is becoming increasingly intense with many companies considering entry. Companies require sophisticated, value-added product development backed by highly reliable evidence data to differentiate themselves from competitors. At the same time, consumer needs are becoming more diverse, and there is a need for product development conducted from the consumer's perspective, along with detailed communications strategies that match products, sales channels and other aspects.

Toyo Shinyaku is a company that specializes in R&D, CRO services, and commissioned production of FOSHU and health foods, providing a wide range of FOSHU, health foods and unique products it develops in-house, mainly to major food and pharmaceutical manufacturers. It has the largest number of FOSHU products in Japan.

Toyo Shinyaku's position, combined with Dentsu's expertise and sophisticated marketing communications, will allow the new company to offer a comprehensive and highly professional solution service drawn from the insight of both companies, to meet the varied needs of companies with regard to the growing FOSHU and health food business.

Note1:

CRO is an organization (commercial, academic, or other) contracted by a sponsor to perform one or more of a sponsor's trial-related duties and functions. CROs are generally independent companies carrying out specialized functions of pharmaceutical research and development.

Note 2:

FOSHU, called TOKUHO in Japan, are products that have been approved by the Ministry of Health, Labor and Welfare. After confirming effectiveness and safety, the products are allowed to carry an official label signifying their health benefits.

2. Main Business Areas

- 1) Support and consulting for high-value-added FOSHU and health food products, including CRO (Contract Research Organization) services
- 2) Strategic marketing consulting for FOSHU and health food products (business strategies, sales strategies, etc.)
- 3) Research services and content development exploring the needs of the health food market (tentative)

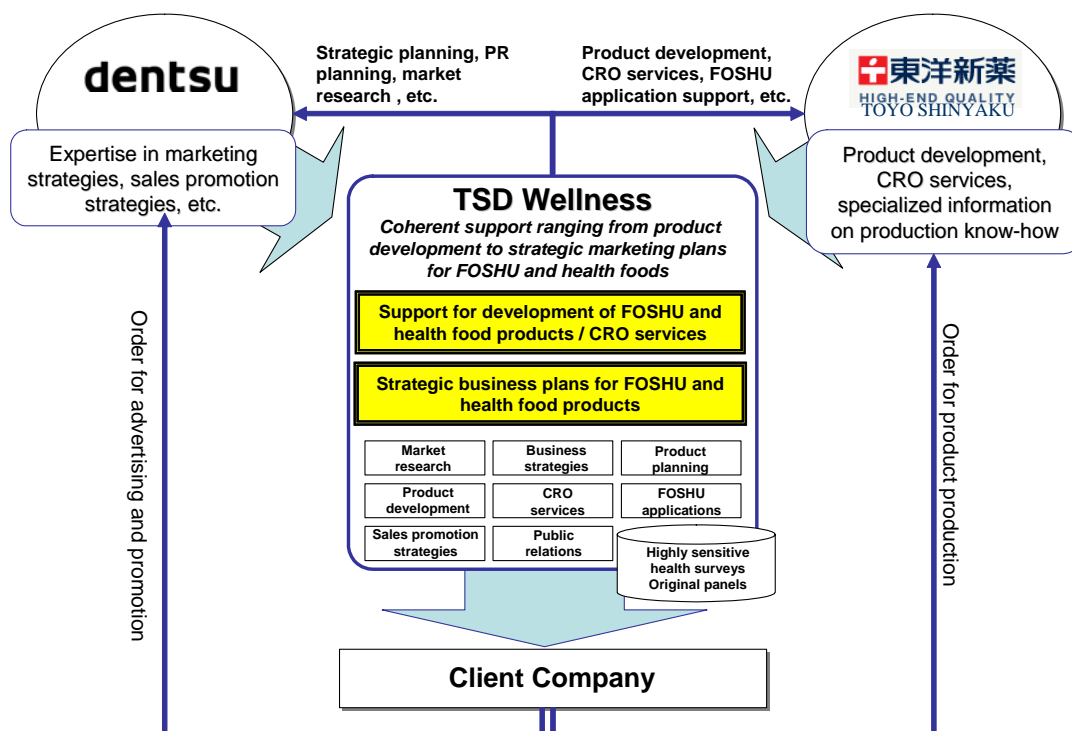
3. Outline of the New Company

Company Name:	TSD Wellness Inc.
Paid-in Capital:	50 million yen
Location:	Uchisaiwai-cho, Chiyoda-ku, Tokyo
Shareholding Ratio:	Toyo Shinyaku 66%, Dentsu 34%
Establishment:	July 3, 2006
President and CEO:	Toshiya Tada (current director of Toyo Shinyaku)

Description of Business: Product development support and marketing consulting for FOSHU and health food products

Reference Material

Business Scheme



Outline of Toyo Shinyaku

Company Name: Toyo Shinyaku Co., Ltd.
 President & CEO: Toshimitsu Hattori
 Location: 2-19-27 Hakata-ekimae, Hakata-ku, Fukuoka-city, Fukuoka
 Establishment: September 1997
 Paid-in Capital: 50 million yen
 Net Sales: 7.8 billion yen (fiscal year to March 2006)
 Employees: 425 (as of March 31, 2006)
 Description of Business: Research and development, commissioned production and CRO business for health foods, cosmetics, quasi drug and other products
 URL: [http:// www.toyoshinyaku.co.jp/](http://www.toyoshinyaku.co.jp/)

Outline of Dentsu

Company Name: Dentsu Inc.
President & CEO: Tateo Mataki
Location: 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo
Establishment: July 1901
Paid-in Capital: 58,967.1 million yen
Net Sales: 1,963.3 billion yen (fiscal year to March 2006, consolidated basis)
Employees: 6,005 (as of March 31, 2006)
Description of Business: Advertising
URL: <http://www.dentsu.com>

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