

**NEWS RELEASE****FOR IMMEDIATE RELEASE****June 22, 2006**

## **Dentsu Establishes a Special Division to Support the 1,300th Anniversary of Nara Heijokyo Capital**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it would establish a special division to support the Commemorative Events of the 1,300th Anniversary of Nara Heijokyo Capital, to be held in Nara Prefecture in 2010. The Heijokyo 1,300th Anniversary Office will be established on August 1 as part of the reorganization of the Promotion & Media Division of Dentsu Inc. Kansai.

The 1,300th Anniversary of Nara Heijokyo Capital (see Note) is a large-scale, international project to commemorate the 1,300th anniversary in 2010 of the founding of Heijokyo (currently referred to as Nara), the capital of Japan from 710 to 784. The project is being overseen by the Association for Commemorative Events of the 1,300th Anniversary of Nara Heijokyo Capital (Chairman: Yoshihisa Akiyama, Chairman of the Kansai Economic Federation).

The early establishment of a special division to support the commemorative project will contribute to its success, expand Dentsu's business, and enhance its presence in the Kansai region.

The Anniversary Office will provide support for the association's activities, as well as coordination support between the Government and related organizations, planning promotion for sponsorships, and development of related projects.

Note:

The 1,300th Anniversary of Nara Heijokyo Capital involves a range of projects, including the Heijo Palace site project to be held on the site of the Heijo Palace, currently undergoing extensive renovation and restoration of Daikokuden Hall (the Former Central Imperial Audience Hall); the international convention project in association with UNESCO; the Heijokyo wide area network project; and the cultural creation and citizen participation project. The project will be held over a one-year period from January 1, to December 31, 2010. The Heijo Palace site project is expected to attract five million people, and the project as a whole, 15 million visitors.

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

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