

NEWS RELEASE**FOR IMMEDIATE RELEASE****June 29, 2006**

Dentsu to Establish X-Line Hypermedia, a Transit Advertising Media Agency for Taiwan High Speed Rail (THSR)

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that two of its advertising subsidiaries, Dentsu (Taiwan) Inc. (Chairman: Gentaro Komiya) and Media Palette (Taiwan) Inc. (President: Tsuyoshi Suganami), plan to establish a new advertising company, X-Line Hypermedia Co. Ltd., exclusively to handle advertising for the Taiwan High Speed Rail Corporation, which is currently developing the Taiwan North-South High Speed Rail Project (see Note), a high-speed railway line due to open in October that is one of the largest railway infrastructure projects in Taiwan. The new company will begin operations on July 6, 2006.

X-Line Hypermedia was established after Taiwan High Speed Rail chose Dentsu (Taiwan) and Media Palette (Taiwan) over a number of other advertising and media agencies in Taiwan also competing for the account to service them. The new company will expand its business by focusing on the creation of new advertising spaces in high-speed railway cars and stations.

The establishment of the company allows the Dentsu Group to cultivate new business opportunities in Taiwan.

Profile of X-Line Hypermedia

Company Name:	X-Line Hypermedia Ltd.
Business Activity:	Transit advertising media agency
Start of Operations:	July 6, 2006
Capital:	NTD 30 million (Approximately 102 million yen)
Shareholding Ratio:	Dentsu (Taiwan): 80%; Media Palette (Taiwan): 20%
Chairman:	Gentaro Komiya
Number of Employees:	19 (tentative)

Note: The Taiwan North-South High Speed Rail Project is a high-speed railway line currently under construction that will link Taipei with Kaohsiung (Tsoying). Nonstop trains will cover the 345-kilometer distance in 90 minutes, running at a top speed of 300 kilometers per hour. Construction began in 1999, and operations are scheduled to commence in October 2006. The project is the first example of export and local adoption of Japan's *Shinkansen* (bullet train) technology.

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