

NEWS RELEASE**FOR IMMEDIATE RELEASE****August 21, 2006**

Dentsu and TUGBOAT to Jointly Develop Comprehensive Magazine Portal Web Site, magabon.jp

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will jointly develop with TUGBOAT (Creative Director/CEO: Yasumichi Oka; Headquarters: Tokyo), a comprehensive portal web site devoted to magazines called “magabon” (<http://magabon.jp>). The web site will be launched on August 21, 2006.

The magabon portal site will provide comprehensive search capabilities covering the latest magazine releases in Japan—including feature article content searches, and the database will be updated 24 hours per day, 365 days per year. Through the magabon site, users will not only be able to easily view magazine content that “captures people’s hearts”, but will also have their interest in magazines further stimulated through TUGBOAT’s original creative entertainment. For the magazine industry, participation in the magabon portal will offer the opportunity to bolster circulation and promote the magazine medium as a whole. Furthermore, magabon will use tie-ups with a wide range of magazine sales web sites to build a user-friendly system for net-based magazine purchases. It is also planned that magabon be utilized as a venue to promote e-magazines, which are expected to become popular in the near future.

magabon is planned by TUGBOAT, Japan’s first creative agency specializing in advertising and communications development, which was established in 1999. Dentsu will contribute its operational know-how to the project, while handling advertising sales for the site and encouraging publishers to participate as means of promoting magazines in general. The operation of the site will be funded by advertising revenues from publishers and an array of

other advertisers, enabling all of the site's services to be offered to consumers on a free-of-charge basis.

Initially, magabon will target the M1 and F1 consumer demographic segments (males and females, 20–35 years old) which have high Internet usage patterns and growing appreciation of the media value of the Internet due to its convenience as an information search tool. On the other hand, among their loyal readership bases, magazines also enjoy high media value among M1 and F1 “influencers” who actively take part in word-of-mouth communication. Since the reliability and credibility of magazine content and the depth of magazines' communication power represent a unique media strength, Dentsu and TUGBOAT view the magazine and Internet media as having particularly high synergy potential.

Site Outline

Site Name:	magabon
URL:	http://magabon.jp
Launch Date:	August 21, 2006
Pageview Target:	500,000 pageviews per month
Editor-in-Chief:	Seijo Kawaguchi (TUGBOAT Art Director)
Operation:	TUGBOAT
Coverage:	Monthly magazines, bi-weekly magazines, twice-monthly magazines, bi-monthly magazines, quarterly magazines (excluding comics)
Advertising Sales:	Dentsu Inc., Magazine Services/Media Division

Outline of TUGBOAT

Company Name:	TUGBOAT
Creative Director/CEO:	Yasumichi Oka
Location:	5-6-24, Minami-aoyama, Minato-ku, Tokyo
Establishment:	July 1999
Capital:	10.0 million yen
Description of Business:	Creative development for advertising and communications development

Appendix

Main Features of the magabon Web Portal

1. Pre-release magazine promotion

On the site's top page, all magazines released either on that day or the next day will have their covers displayed on a random-order basis. Site users will be able to register their favorite magazines so as to receive an advanced notice e-mail via their mobile phone or personal computer one day before the magazine's release.

2. Magazine content browsing

By clicking on a magazine cover, users will be able to use the site to browse the magazine's content. Users will have access to the contents page and up to 10 pages of articles as well as the magazine's next-issue teasers.

3. Original content

TUGBOAT will entice users with original content produced from a creative perspective that will encourage repeat visits.

4. Tie-up content

magabon will run video advertisements with general advertisers and magazine publishers. The site will also feature original advertisements through collaboration with specific magazines. Effective promotions will be timed to coincide with new product releases. The site will realize a pioneering role in full-fledged Internet cross-media campaigns, including magazine advertisements, television commercials, newspaper advertisements and transit advertisements.

5. Club magabon fan communities (social networking service-SNS)

Communities created for each magazine will stimulate interest in the magazines and encourage magazine purchases. Data feedback from the site will be made available to magazine editorial staff. (Planned launch in January 2007.)

6. Article keyword searches and magazine backnumber searches

Past feature articles and magazine backnumber issues will be searchable through a single-click interface.

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