

**NEWS RELEASE****FOR IMMEDIATE RELEASE****October 3, 2006**

## **Dentsu, CA MOBILE and Cyber Communications Agree to Begin Preparation for the Establishment of a Mobile Advertising Joint Venture in China**

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen), CA MOBILE, LTD. (President: Yuzuru Sotokawa; Headquarters: Tokyo; Capital: 1,882.5 million yen) and Cyber Communications Inc. (President & CEO: Hideyuki Nagasawa; Head Office: Tokyo; Capital: 2,348.5 million yen) announced today that they have agreed to commence preparations for the establishment of a joint venture in China specializing in mobile advertising. The tentative name for the new company is Beijing Dianyi Advertising Co., Ltd.

The planned new company will be directed to the needs of advertisers and advertising agencies in China to provide advertising services that maximize the potential of mobile media. It will give particular attention to the unique attributes of the Chinese market, built upon the extensive know-how of the three joint venture partners accumulated in the planning and sales of Internet and mobile advertising in Japan.

The joint venture will aim to offer a high-quality, one-stop service by networking together major mobile media that are not affiliated with particular mobile phone carriers. This will be achieved through the use of sophisticated management systems for ad delivery and ad sales, which will significantly bolster the media value of such networking.

As an efficient interactive medium for generating audience response and as a new type of branding medium, mobile advertising continues to grow in Japan at a rapid pace. In 2005, the mobile advertising market in Japan was estimated by Dentsu to total 28.8 billion yen. Meanwhile, according to estimates by research firm Analysys International, 80 million mobile phone subscribers in China were using Internet-capable handsets in 2005. This

figure is projected to grow to 250 million by 2008. With this and other research suggesting continued rapid expansion of the mobile Internet market in China, the future potential of mobile advertising in China is beginning to receive significant attention.

The establishment of new companies in China is done through a licensing system, and the three joint venture partners have submitted a company establishment license application to the relevant authorities in China. The partners will begin preparations for the new company's establishment, which they hope to carry out before the end of 2006.

The outline of the new company and profiles of the joint venture partners are as follows.

#### **Outline of the Planned Joint Venture**

Company Name	Beijing Dianyi Advertising Co., Ltd. (tentative)
Location	Chaoyang District, Beijing, China (tentative)
President	To be appointed from CA MOBILE (tentative)
Employees	18 (tentative)
Capital	100 million yen (approximately 6.89 million yuan)
Shareholding Ratio	CA MOBILE, LTD. 66.6%; Dentsu Inc. 16.7%; Cyber Communications Inc. 16.7%
Establishment Date	December 2006 (tentative)

#### **Profile of Dentsu Inc.**

Company Name	Dentsu Inc.
President	Tateo Mataka
Capital	58,967.1 million yen
Establishment Date	July 1, 1901
Location	1-8-1, Higashi-shimbashi, Minato-ku, Tokyo
Principal Business	Full-service advertising

**Profile of CA MOBILE, LTD.**

Company Name	CA MOBILE, LTD.
President & CEO	Yuzuru Sotokawa
Capital	1,882.5 million yen
Establishment Date	May 2000
Location	6F, Infosstower, 20-1, Sakuragaoka-cho, Shibuya-ku, Tokyo
Principal Business	Advertising agency services for mobile phone-based advertising, mobile media content services, mobile media solutions, mobile commerce services

**Profile of Cyber Communications Inc.**

Company Name	Cyber Communications Inc.
President & CEO	Hideyuki Nagasawa
Capital	2,348.5 million yen
Establishment Date	June 1996
Location	COMODIO SHIODOME 7F, 2-14-1, Higashi-shimbashi, Minato-ku, Tokyo
Principal Business	Advertising and related services for Internet-based networks and commercial online service networks

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

#####