

**NEWS RELEASE****FOR IMMEDIATE RELEASE****November 24, 2006**

## **Dentsu Operations Development to Commence Operations**

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen), Cyber Communications Inc. (President & CEO: Hideyuki Nagasawa; Head Office: Tokyo) and Dentsu Tec Inc. (President Tatsuji Matsui; Head Office: Tokyo), announced today that Dentsu Operations Development Inc., the company in which they hold shares, will commence operations on December 1, 2006. This company will specialize in the development of management systems for the production of sales promotion tools.

As consumer markets have become increasingly diversified and personalized, digital technology and the spread of communications networks are supporting “mass customization,” brought about through the convergence of personalized service and mass production systems. In the sales promotion field, which is a powerful contact point with consumers, mass customization is also taking place at several levels where the realization of a large number of product variations and mass production are becoming the market requirement.

Dentsu Operations Development will bring together the expertise of Dentsu Group companies in such areas as advertising production, printing, and IT and network technology to develop a one-stop system for managing all the tasks relating to the production of sales promotion tools. Such tasks include the production and management of advertising content utilizing digital technology, digital document transmission and digital editing, printing logistics, and the secondary use of advertising content.

The promotion field comprises the advertising-related business domain, which is a strategic focus area for the Dentsu Group. Dentsu Operations Development will enable the

development of an efficient system for managing the production of sales promotion tools, thus enhancing the Dentsu Group's aim to increase its volume of business within this field.

### **Outline of Dentsu Operations Development**

Company Name: Dentsu Operations Development Inc.  
Location: Dentsu Tsukiji Building No. 2, 1-7-11, Tsukiji, Chuo-ku, Tokyo  
President and Directors: President: Choku Matsukawa  
Other directors: 5  
Corporate auditors: 1  
Employees: 2  
Capital: 100 million yen  
Shareholding Ratio: Dentsu Inc. 53.7%, Cyber Communications Inc. 26.3%, Dentsu Tec 20.0%  
Principal Business: Development of a system for managing the production of sales promotion tools  
Start of Operations: December 1, 2006

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

#####