

**NEWS RELEASE****FOR IMMEDIATE RELEASE****December 20, 2006**

## **Dentsu Announces Dissolution of Subsidiary Dentsu Sports Marketing USA**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that, pursuant to a resolution adopted at a meeting of its Board of Directors held on December 20, 2006, it will dissolve Dentsu Sports Marketing USA, Inc. (DSM; Headquarters: New York, NY; President: Tomoharu Tsuruda; Capital: \$5.5 million), a wholly-owned consolidated subsidiary of Dentsu. Details of the dissolution are as follows.

### **Background Relating to the Dissolution**

DSM was established in January 2002 as an advertising company specializing in such activities as the sales of television commercial spots for FIFA World Cup™ football matches broadcasted in the United States. With the completion of 2006 FIFA World Cup™ Germany, Dentsu has decided to dissolve DSM.

### **Outline of Dentsu Sports Marketing USA, Inc.**

Company Name:	Dentsu Sports Marketing USA, Inc.
Date of Establishment:	January 2002
Location:	New York, NY, United States of America
Principal Business:	Sales of television commercial spots for FIFA World Cup™ football matches broadcasted in the United States
President:	Tomoharu Tsuruda (Executive Officer, Dentsu)
Capital:	\$5.5 million (approximately 632.5 million yen, based on an exchange rate of \$1 = 115 yen)
Shareholding Ratio:	Dentsu Inc. 100%
Net Sales:	Approximately 48.99 million yen (projection for Fiscal 2006, based on an exchange rate of \$1 = 115 yen)
Fiscal Year-End:	December 31

Employees: 1

### **Timing of Dissolution**

Following the resolution by Dentsu to dissolve DSM, the company plans to adopt its own resolution for dissolution on December 26, 2006. Subsequently, all procedures relating to the dissolution of DSM are expected to be completed by the end of December 2007.

### **Impact on Earnings**

The impact of the dissolution on Dentsu's consolidated and non-consolidated financial results for the fiscal year ending March 31, 2007, and the fiscal year ending March 31, 2008, is expected to be minimal.

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

#####