

NEWS RELEASE**FOR IMMEDIATE RELEASE****June 22, 2007**

Dentsu U.S. Subsidiary Colby & Partners to be Renamed Dentsu Next

Dentsu Inc. (President & CEO: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that its U.S. subsidiary Colby & Partners, Inc. (President: Paul Katzka; Headquarters: California; Capital: US\$2.5 million) will officially change its corporate name to Dentsu Next, Inc. as of July 1, 2007.

Colby & Partners was established in 2004 as a wholly-owned subsidiary of Dentsu Holdings USA, Inc., which is itself a wholly-owned subsidiary of Dentsu Inc., and since then has provided advertising and communications services in the U.S. market.

The inclusion of Dentsu in the corporate name will serve to clearly identify the company as a member of the Dentsu Group. Dentsu Next aims to play a key role in expanding the Dentsu Group's operations in the United States by strengthening its organization and offering clients an enhanced array of communications services.

Profile of Dentsu Next

Company Name: Dentsu Next, Inc.
Capital: US\$2.5 million (approximately 300 million yen)
Location: Orange County, California, U.S.A.
Shareholding Ratio: Dentsu Holdings USA, Inc. 100%
Date of Establishment: January 2004
President: Paul Katzka
Number of Employees: 65

Profile of Dentsu Holdings USA

Company Name: Dentsu Holdings USA, Inc.
Capital: US\$30.662 million (approximately 3,679 million yen)
Location: New York City, New York, U.S.A.
Shareholding Ratio: Dentsu Inc. 100%

Date of Establishment: April 1983

Directors: Chairman & CEO: Toyohiko Shigeta (non-executive director; General Manager of Headquarters for Americas, International Headquarters, Dentsu Inc.),

President: Hiromi Yoshida (Deputy Director of Accounting Division, Finance & Accounting Headquarters, Dentsu Inc.)

Number of Employees: 11

Contact: Yukihiro Oguchi

Senior Manager

Corporate Communications Division

Telephone: (813) 6216-8042

E-mail: yukihiro.oguchi@dentsu.co.jp

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