

NEWS RELEASE**FOR IMMEDIATE RELEASE****August 29, 2007**

Geneon USA to Appoint Anime DVD Distribution Business to A.D. Vision

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that its subsidiary, Geneon Entertainment (USA) Inc. (hereafter Geneon USA; President & CEO: Eiji Orii; Headquarters: Long Beach, U.S.A.) which is involved in the supply and distribution of anime in North America, will appoint A.D. Vision (President & CEO: John Ledford; Headquarters: Houston, U.S.A.) as sole distributor of its anime DVDs in North America. Sojitz Corporation (President & CEO: Yutaka Kase; Head Office: Tokyo) and other sources such as the Development Bank of Japan are making an investment in A.D. Vision through the Japan Contents Investment Business Limited Partnership.

A.D. Vision will take over sole distribution of anime DVDs (including works invested in by the D2G fund jointly developed by the Dentsu Group and the Mitsubishi Group) from October 1, 2007. By outsourcing such distribution duties, Geneon USA aims to concentrate on more specific business areas and achieve further efficiencies.

After the changeover to the new business scheme, Geneon USA will continue to license and produce anime for the North American market.

Profile of Geneon USA

Company Name:	Geneon Entertainment (USA) Inc.
President & CEO:	Eiji Orii
Location:	2265 E. 220 th Street, Long Beach, CA 90810, U.S.A.
Date of Establishment:	March, 1980
Shareholding Ratios:	Dentsu Inc. 100%
Employees:	39

Profile of A.D. Vision

Company Name: A.D.Vision, Inc.
President & CEO: John Ledford
Location: 750 Bintliff Drive, Suite 210, Houston, TX 77036, U.S.A.
Date of Establishment: August, 1992
Shareholding Ratio: John Redford 78.4%
Japan Contents Investment Business Limited Partnership 21.6%
(an investment fund formed by Sojitz Corporation, Development
Bank of Japan and KlockWorx)
Employees: 114

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