
NEWS RELEASE

FOR IMMEDIATE RELEASE**May 9, 2008**

Dentsu Inc. Non-Consolidated Net Sales for April 2008

| | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|---------------------------------------|
| Non-Consolidated Net Sales | 119,349 | 95.3 |
| <Breakdown of Net Sales by Business Category> | | |
| Newspapers | 12,619 | 86.2 |
| Magazines | 5,521 | 96.5 |
| Radio | 1,808 | 97.3 |
| Television | 61,692 | 97.9 |
| Interactive Media | 1,746 | 133.2 |
| OOH Media | 5,309 | 100.1 |
| Creative | 14,483 | 90.8 |
| Marketing/Promotion | 10,707 | 97.9 |
| Others | 5,459 | 83.5 |
| <Breakdown of Net Sales by Business Office> | | |
| Tokyo Head Office | 96,279 | 94.3 |
| Kansai Branch Office | 18,519 | 97.8 |
| Chubu Branch Office | 4,550 | 108.4 |

- * The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.
 - * Television includes both program sponsorship and spot advertising.
 - * Interactive Media consists of Internet and mobile media advertising.
 - * OOH (Out Of Home) Media consists of transit advertising, outdoor advertising, etc.
 - * Others includes Satellite and Other Media, Media Planning, Sports Marketing, Entertainment Business and Other Content.

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