

**NEWS RELEASE****FOR IMMEDIATE RELEASE****August 27, 2008**

## **Dentsu to Establish New Outdoor Advertising Media Representative Company “OOH Media Solution”**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the establishment of an outdoor advertising media representative company (see Note 1), “OOH Media Solution, Inc.,” through joint investment with five OOH (see Note 2) affiliate specialty companies (TOPY Industries Ltd., P Planning inc., Outdoor Media Service incorporated., Hippopotamus Inc., F GRAM PRODUCT inc.). OOH Media Solution will be established on September 5 and begin operations on October 1.

Outdoor advertising expenditures have grown steadily in recent years, as demand for top outdoor advertising media including billboards, vertical banner advertisements, and advertising towers (see Note 3) increases among major client companies. This is because these companies are coming to recognize that outdoor advertising media, which have popularity and advantages in target segmentation, are powerful contact points with consumers during product promotion, and are beginning to increase their outdoor advertising placements.

To respond to the advertising placement needs of client companies, Dentsu explored options for expanding its outdoor advertising business and decided to establish a new company through a cooperative scheme with OOH affiliate companies which have extensive expertise and know-how in the area.

Out Of Home Media Services Division formerly handled all aspects of Dentsu’s outdoor media business, including planning, purchasing and sales, but as some purchasing functions will be outsourced to the new company, Out Of Home Media Services Division will aim to focus its business on media planning and sales to clients.

The new company will be an outdoor advertising media representative company handling mainly the purchase, development and sales of outdoor media with Dentsu as its priority customer, but undertaking sales to other advertising companies as well. The new company will deal primarily with outdoor media including billboards, vertical banner advertisements, and advertising towers in prime locations in metropolitan Tokyo, and has plans to eventually expand nationwide.

### **Outline of the New Company**

Company Name:	OOH Media Solution Inc.
Capital:	150 million yen
Location:	Four Seasons Ebisu Bldg. 4F 1-2-11, Ebisu-Minami, Shibuya-ku, Tokyo
Shareholding Ratio:	Dentsu 80%, TOPY Industries 6.6%, Outdoor Media Service (a KOSSMO Media corp. affiliate) 5.0%, P Planning 5.0%, Hippopotamus 1.7%, F GRAM PRODUCT 1.7%
Date of Establishment:	September 5, 2008 (tentative)
Chairman of the Board:	President & COO Haruhisa Ishikawa (Currently Senior Project Manager of Dentsu Out of Home Media Services Division)
Number of Employees:	9 (tentative)
Business Activities:	Outdoor advertising media representative business focusing on billboards, vertical banner advertisements, and advertising towers; outdoor media development business; outdoor media planning business

### **Note 1: Media Representatives**

Advertising sales companies that sell advertising slots or spaces to advertising agencies and advertisers, based on sales contracts with media companies.

### **Note 2: OOH (Out of Home Media)**

Collective name for media reaching the target audience outside of the home. Includes various types of media including transit advertisements, outdoor advertisements, and various types of building advertisements.

### **Note 3: Billboards, Vertical Banner Advertisements, and Advertising Towers**

Billboards: Large advertising boards placed in areas where people gather. Typically leased on a short-term basis as “set boards” or “leased boards” in quantities of several dozen to several hundreds.

Vertical banner advertisements: Type of outdoor advertising medium in which advertising banners are displayed on the walls of buildings on busy streets on a short-term basis.

Advertising towers: Type of long-term lease outdoor advertising medium placed on building roofs (many include neon).

### **Outline of the Other Investing Companies**

#### **TOPY Industries**

Company Name:	TOPY Industries Ltd.
Capital:	18,093 million yen
Location:	Art Village Osaki Central Tower 1-2-2, Osaki, Shinagawa-ku, Tokyo
Date of Establishment:	December 1934
Director:	President Yoshiro Shimizu
Number of Employees:	2,272
Business Activities:	Automobile wheels, construction equipment undercarriage components, steel manufacturing and sales, outdoor advertising

#### **P Planning**

Company Name:	P Planning inc.
Capital:	30 million yen
Location:	Akarengadoori Bldg. 7F 3-7-4, Shimbashi, Minato-ku, Tokyo
Date of Establishment:	December 2005
Chairman of the Board:	President Hitoshi Ishii
Number of Employees:	4
Business Activities:	Outdoor advertisements, displays

### **Outdoor Media Service**

Company Name: Outdoor Media Service incorporated  
Capital: 20 million yen  
Location: Aoki Bldg 6F  
4-1-10, Toranomom, Minato-ku, Tokyo  
Date of Establishment: August 2008  
Chairman of the Board: President & COO Masayuki Maruo  
Number of Employees: 2  
Business Activities: Outdoor advertisements, displays

### **Hippopotamus**

Company Name: Hippopotamus Inc.  
Capital: 10 million yen  
Location: 2-16-3, Koyama, Shinagawa-ku Tokyo  
Date of Establishment: July 2005  
Chairman of the Board: Managing Director Takeshi Ono  
Number of Employees: 7  
Business Activities: Advertising, events

### **F GRAM PRODUCT**

Company Name: F GRAM PRODUCT Inc.  
Capital: 10 million yen  
Location: 201 Osada KK Building  
6-8-6, Jingumae, Shibuya-ku, Tokyo  
Date of Establishment: March 2003  
Chairman of the Board: President Taichi Koyama  
Number of Employees: 4  
Business Activities: Advertising

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