

NEWS RELEASE**FOR IMMEDIATE RELEASE****September 5, 2008****Dentsu Inc. Non-Consolidated Net Sales
for August 2008**

	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	113,225	101.7
<Breakdown of Net Sales by Business Category>		
Newspapers	9,714	86.4
Magazines	4,615	90.6
Radio	1,911	92.7
Television	58,781	109.1
Interactive Media	2,440	151.9
OOH Media	2,624	80.4
Creative	13,118	84.3
Marketing/Promotion	12,507	107.0
Others	7,510	108.5
<Breakdown of Net Sales by Business Office>		
Tokyo Head Office	91,693	102.9
Kansai Branch Office	18,272	97.5
Chubu Branch Office	3,259	93.3

- * 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.

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

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