



FOR IMMEDIATE RELEASE

July 27, 2011

**ASATSU-DK, Dentsu and Dentsu Digital Holdings
Conclude an Agreement to Establish
ADK Digital Communications Inc.,
an Internet Advertising Media Representative**

ASATSU-DK Inc. (Tokyo: 9747; President and Group CEO: Yoji Shimizu; Head Office: Chuo-ku, Tokyo; hereinafter “ADK”) today concluded an agreement with Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Minato-ku, Tokyo; Capital: 58,967.1 million yen; hereinafter “Dentsu”) and Dentsu Digital Holdings (President & CEO: Ryuhei Akiyama; Head Office: Minato-ku, Tokyo; hereinafter “DDH”) to establish ADK Digital Communications Inc. (hereinafter “ADDC”), an Internet advertising media representative, as a joint venture between DDH and ADK.

In accordance with the terms of the agreement, the three parties will henceforth hold discussions with a view to establishing the new company on August 1 and starting operations on October 1, 2011.

Through cooperation with the DDH Group, ADDC aims to streamline media operations services.

With ADDC at the core, ADK and the DDH Group plan to further collaborate in activities such as conducting research related to the development of next-generation business models in the digital business domain as a whole.

Since ADK and Dentsu will maintain and strengthen their respective client services functions to promote digital business, their current competitive relationship will continue unchanged.

Profile of the new company

Company Name: ADK Digital Communications Inc.
Location: 13-1 Tsukiji 1-chome, Chuo-ku, Tokyo
Within the ADK Shochiku Square building

Date of Establishment: August 1, 2011 (tentative)
Start of Operations: October 1, 2011 (tentative)
President and
Representative Director: Jikai Toshima (currently Division Director, Newspapers Media
Division, ADK Media Contents Center)

Capital: 100 million yen
Shareholding Ratio: ADK: 51%, DDH: 49%
Number of Employees: 50 (at time of establishment, tentative)

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Contacts:

Kaori Nakajima
Office of Corporate Communications
ASATSU-DK Inc.
Telephone: (813) 3547-2003
E-mail: adkpr@adk.jp

Mitsuru Abe
Public Relations Officer
Dentsu Digital Holdings Inc.
Telephone: (813) 6217-1700
E-mail: info@dentsu-digital.co.jp

Shusaku Kannan
Senior Manager, Corporate Communications Division
Dentsu Inc.
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp