



February 10, 2011

Non-consolidated Billings of ASATSU-DK Inc.

Billings for December 2010 *New business category classification from August, 2010.

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	29,117	105.0%
Magazine	1,264	102.1%
Newspaper	1,631	86.0%
Television	13,418	102.8%
Radio	268	117.2%
Digital Media	920	132.6%
OOH Media	713	111.6%
Marketing and Promotion	6,191	96.5%
Creative	3,833	125.7%
Others	875	172.3%

Billings for January to December 2010

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	305,759	98.3%
Magazine	15,576	92.4%
Newspaper	21,201	98.0%
Television	144,882	96.7%
Radio	2,866	96.6%
Digital Media	8,913	114.9%
OOH Media	8,712	105.8%
Marketing and Promotion	58,715	95.9%
Creative	36,763	103.8%
Others	8,129	115.2%

* Billings smaller than one million yen have been rounded down, creating a difference between monthly billings and cumulative billings.

* "Television" includes time, spot and contents business.

* "Digital Media" includes internet and mobile media. Digital Solution business such as web creation is included in "Marketing and Promotion".

* "OOH(Out of Home)Media includes transit advertising, out door advertising and newspaper inserts etc.

*"Marketing and Promotion" includes marketing, communications planning, sales promotion, event, PR, EXPO related business, and digital solution business.