

August 10, 2011

Non-consolidated Billings of ASATSU-DK Inc.

Billings for July 2011

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	23,992	107.8%
Magazine	1,020	99.2%
Newspaper	1,453	101.9%
Television	12,619	105.8%
Radio	254	110.4%
Digital Media	648	99.8%
OOH Media	724	127.4%
Marketing and Promotion	3,206	85.3%
Creative	3,392	154.8%
Others	670	139.6%

Billings for January to July 2011

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	169,589	98.1%
Magazine	7,523	86.9%
Newspaper	10,859	85.6%
Television	83,550	101.3%
Radio	1,823	115.1%
Digital Media	4,620	98.3%
OOH Media	4,902	94.5%
Marketing and Promotion	26,777	81.0%
Creative	24,571	119.9%
Others	4,959	121.0%

* 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.