

June 9, 2011

Non-consolidated Billings of ASATSU-DK Inc.

Billings for May 2011

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	21,293	94.5%
Magazine	991	79.8%
Newspaper	1,581	84.5%
Television	11,040	95.6%
Radio	275	134.1%
Digital Media	534	109.4%
OOH Media	449	81.7%
Marketing and Promotion	2,965	76.5%
Creative	2,824	121.1%
Others	630	148.2%

Billings for January to May 2011

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	119,014	98.3%
Magazine	5,364	86.3%
Newspaper	7,759	85.8%
Television	58,834	101.5%
Radio	1,277	114.1%
Digital Media	3,294	99.8%
OOH Media	3,427	93.4%
Marketing and Promotion	18,661	84.0%
Creative	17,403	118.9%
Others	2,990	102.7%

* 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.