

August 10, 2011

**Non-consolidated Billings of ASATSU-DK Inc.**

## Billings for June 2011

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	26,583	89.8%
Magazine	1,138	80.7%
Newspaper	1,646	74.1%
Television	12,096	96.3%
Radio	291	125.0%
Digital Media	677	90.5%
OOH Media	750	78.9%
Marketing and Promotion	4,908	69.1%
Creative	3,775	102.9%
Others	1,298	183.5%

## Billings for January to June 2011

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	145,597	96.6%
Magazine	6,503	85.3%
Newspaper	9,406	83.5%
Television	70,930	100.6%
Radio	1,568	115.9%
Digital Media	3,971	98.1%
OOH Media	4,177	90.4%
Marketing and Promotion	23,570	80.4%
Creative	21,178	115.7%
Others	4,289	118.5%

\* 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.