

FOR IMMEDIATE RELEASE

July 8, 2011

ASATSU-DK, Dentsu Digital Holdings and Dentsu Conclude a Basic Agreement to Establish a Joint Venture in the Digital Business Domain

ASATSU-DK Inc. (Tokyo: 9747; President and Group CEO: Yoji Shimizu; Head Office: Chuo-ku, Tokyo; hereinafter “ADK”) today concluded a basic agreement with Dentsu Digital Holdings (President & CEO: Ryuhei Akiyama; Head Office: Minato-ku, Tokyo; hereinafter “DDH”) and Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Minato-ku, Tokyo; Capital: 58,967.1 million yen; hereinafter “Dentsu”) to establish a joint venture between ADK and DDH for the purpose of collaboration in the digital business domain. In accordance with the terms of the agreement, the three parties will henceforth hold discussions to determine the particulars required to establish the new company and start operations within fiscal 2011.

Through the establishment of this new joint venture, ADK aims to realize enhanced operational functionality and efficiency in its digital business domain, while ADK and DDH plan to conduct research in order to develop next-generation business models.

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

Profile of the new company

Company Name: To be determined

Location: To be determined

Start of Operations: Within fiscal 2011 (tentative)

Executives: The Representative Director will be dispatched by ADK

Capital: To be determined

Shareholding Ratio: ADK: 51%, DDH: 49% (tentative)

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