

September 12, 2012

ASATSU-DK Inc.  
ADK Digital Communications Inc.  
Dentsu Inc.  
Dentsu Digital Holdings Inc.  
cyber communications inc.

## **The ADK Group and the Dentsu Group Become Business Partners of Flipboard to Promote Its Social Magazine for iPad, iPhone and Android in Japan**

ASATSU-DK Inc. (Tokyo: 9747; President: Yoji Shimizu; Head Office: Chuo-ku, Tokyo; hereinafter “ADK”), ADK Digital Communications Inc. (President: Jikai Toshima; Head Office: Chuo-ku, Tokyo), Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Minato-ku, Tokyo; hereinafter “Dentsu”), Dentsu Digital Holdings Inc. (President: Nobuyuki Toya; Head Office: Minato-ku, Tokyo), and cyber communications inc. (President & CEO: Hideyuki Nagasawa; Head Office: Minato-ku, Tokyo), announced today that the five companies have become business partners of Flipboard (CEO: Mike McCue; Head Office: California, USA), representing its social magazine for iPad, iPhone and Android in Japan. The aim of the partnership is to support Flipboard in cultivating relationships with media companies and assist in marketing the social magazine.

Flipboard is a free app for iPad, iPhone and Android that presents images, stories and links from various online social media as well as RSS feeds from news websites and blogs in a magazine-like layout.

Since its launch in Japan on May 15, 2012, the ADK Group and the Dentsu Group have supported Flipboard in creating relationships with media companies. Going forward, the two groups will act as Flipboard’s business partners to expand the number of media companies that share content, promote the social magazine as an advertising medium, and increase the user base of the application by popularizing the company’s services in Japan.

Today, the Japanese edition of Flipboard adds exclusive content from the 30 media listed below.

List of Media:

GQ JAPAN, WIRED, GINZA, COLOCAL, dacapo, Engadget Japanese, TechCrunch Japan, autoblog, Aol Celebrity, Nikkei Business, Tech-on!, ITpro, Asahi Shimbun Digital, National Geographic Japanese edition, Diamond Online, MISS, Begin, MEN'S EX, 25ans, MEN'S CLUB, UOMO, MEN'S NON-NO, Tabelog, Facebook navi, MdN Design Interactive, Autocar Japan, Da Vinci Electronic Navi, MilK japon, Sumally, Unbar

Note: Web Magazine OPENERS, CLASSY.ONLINE, i-VoCE and Bi Ranger will also be added in the near future.

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- Android is a trademark of Google Inc.

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