

PRESS RELEASE

dentsu

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FOR IMMEDIATE RELEASE

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MCGARRYBOWEN JOINS DENTSU, CREATING GLOBAL COMMUNICATIONS POWERHOUSE

Commitment to Clients' Success the Centerpiece of Watershed Deal for Dentsu and mcgarrybowen

New York, November 12, 2008 – Dentsu Holdings USA, Inc. today announced that it has acquired celebrated advertising agency mcgarrybowen. mcgarrybowen's New York headquarters, Chicago office and its digital arm, Continuity, will all continue to operate under the leadership of the mcgarrybowen executive management team, which now has access to the global resources of Dentsu.

Founded in 2002, mcgarrybowen quickly amassed an impressive roster of blue-chip clients and an unparalleled reputation for client service. The brainchild of John McGarry, Chief Executive Officer, Gordon Bowen, Chief Creative Officer and Stewart Owen, Chief Strategic Officer, mcgarrybowen has since grown into the largest independent agency in New York and the 10th largest independent agency in the U.S. The acquisition is a natural outgrowth of mcgarrybowen's desire to better serve its clients around the globe and across a full range of marketing and communications activities, and of Dentsu's continued commitment to building a U.S.-based infrastructure with breadth and depth.

"At Dentsu, we have always created, staffed and grown our agencies based on client needs," said Tim Andree, President & CEO, Dentsu Holdings USA, Inc. "We knew from our first meeting with mcgarrybowen that this kind of inherent commitment to client service is core to both of our agencies' cultures. I have sincere respect and admiration for the impressive agency that mcgarrybowen has been able to create in the last six years. We are thrilled to be able to offer Dentsu's vast global resources to mcgarrybowen, its management team and its formidable roster of clients."

"mcgarrybowen is all about serving its clients – creating powerful, compelling communications that help our clients succeed and beat their competition in a tough, competitive global marketplace," said John McGarry, CEO, mcgarrybowen. "What we love about Dentsu is that they share that same overwhelming desire to help their clients." McGarry continued, "More and more, our clients demand global capabilities and this will allow us to continue to serve our clients better."

Since Andree joined Dentsu in 2006, the Agency has embarked upon a series of significant acquisitions and realignments designed to drive growth and profitability and build a strong U.S.-based global network. The unprecedented success resulted in Dentsu America more than doubling its revenue in 2007, and becoming the fastest growing agency in the U.S., according to *Advertising Age's* "Agency Report 2008." In July 2008, Andree was named Dentsu Inc.'s first non-Japanese Executive Officer in the Company's 107-year history. Concurrent with this announcement, Andree adds the role of President & CEO, Dentsu Holdings USA, Inc. to his existing responsibilities as Executive Officer, Dentsu Inc. and CEO, Dentsu America, Inc.

"Two years ago, President & COO Tatsuyoshi Takashima and our Board, in a demonstration of their steadfast commitment to our clients, announced Dentsu's intention to grow globally, to add diverse talent and skills to the network, and to extend the strength and capabilities of Dentsu outside of Japan," said Andree. "Today's acquisition is powerful evidence of Dentsu making good on that promise to our clients, and is a real coup for the growing Dentsu family."

About Dentsu Holdings USA, Inc.

Dentsu Holdings USA, Inc. (DHUSA) is a wholly-owned subsidiary of Dentsu Inc., the world's largest single agency brand. DHUSA owns and operates award-winning advertising agencies in North America and Europe, including Dentsu America, Inc., Dentsu Communications, Inc., Dentsu Next Inc., Dentsu Canada Inc., ATTIK U.S., a division of Dentsu America, and ATTIK Ltd. (Leeds, UK).

About mcgarrybowen

mcgarrybowen was founded in 2002 and has offices in New York and Chicago. mcgarrybowen is a fully-integrated agency with advertising, design, relationship marketing and a digital arm, Continuity. The Agency has been the recipient of many honors, including *Adweek's* President's Award for the "non-traditional agency having the greatest impact on the industry." The Agency works with many of the world's best known companies including JPMorgan, Chase, Kraft, Disney, Marriott International, Chevron, Pfizer, HP, Reebok International, Crayola, InBev, Century 21, News Corp, *The Wall Street Journal* and the U.S. Olympic Committee.

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