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NEWS RELEASE

DENTSU INC.
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FOR IMMEDIATE RELEASE
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Dentsu Announces Merger of Dentsu Young & Rubicam with Wunderman Dentsu

—The new company will leverage the two companies' business bases to promote the creation of new value and strengthen its competitive edge—

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it will merge two of its subsidiaries, Dentsu Young & Rubicam Inc. (President & CEO: Yoichi Inose; Head Office: Tokyo; hereinafter "DY&R") and Wunderman Dentsu Inc. (President & CEO: Kensuke Noguchi; Head Office: Tokyo; hereinafter "WD"), effective January 1, 2016. The new company is expected to be rebranded Dentsu Young & Rubicam/Wunderman Inc., but this has not yet been finalized.

DY&R is a brand agency that was established in November 1981 as a joint venture between Dentsu Inc. and Young & Rubicam (hereinafter "Y&R") of the United States. WD is a specialist direct marketing agency that was established as a joint venture in March 1985 between Dentsu and Y&R, and has expanded business in the CRM field.

The two companies have to date worked toward the fusion of brand advertising and relationship marketing, and their amalgamation into a single entity will enable streamlined operations and the development of integrated services that leverage the respective business bases. This merger will lead to integrated communication design with a focus on branding, the provision of data-driven services with an increased competitive edge, and the creation of new value.

Profiles of the companies are provided on the following page.

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Profiles of the two merging companies

	Surviving company	**Company to be merged**
Company name	Dentsu Young & Rubicam Inc.	Wunderman Dentsu Inc.
Line of business	Integrated communication services	Direct and relationship marketing services
Date of establishment	November 1, 1981	March 2, 1985
Headquarters location	2-14-1, Higashi-shimbashi, Minato-ku, Tokyo	2-14-1, Higashi-shimbashi, Minato-ku, Tokyo
Representative	Yoichi Inose (President & CEO)	Kensuke Noguchi (President & CEO)

Profile of the new company after the merger

Company name	Dentsu Young & Rubicam/Wunderman Inc. (planned)
Line of business	Integrated communication services
Date of establishment	January 1, 2016 (scheduled)
Headquarters location	2-14-1, Higashi-shimbashi, Minato-ku, Tokyo
Representative	Yoichi Inose (President & CEO)

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