

NEWS RELEASE**FOR IMMEDIATE RELEASE****January 16, 2007**

**Dentsu Subsidiary Digital Palette Announces
Capital and Business Alliance
with Top U.S. Interactive Agency Avenue A | Razorfish**

Digital Palette to Change Name to Dentsu | Avenue A | Razorfish

Digital Palette Inc. (Headquarters: Tokyo; President and CEO: Reo Watanabe), a subsidiary of Dentsu Inc. (President & CEO: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen), which provides digital marketing and consulting services, and Avenue A | Razorfish (Headquarters: Seattle, WA; President, Worldwide: Clark Kokich) announced today that they have agreed to form a capital and business alliance. As part of this agreement, Digital Palette will change its name to Dentsu | Avenue A | Razorfish as of February 1, 2007. Details of the alliance are as follows.

Purpose of the Business Alliance

Since its establishment in 2001, Digital Palette has been providing a range of planning, production and consulting services focusing on digital content. However, driven particularly by the growth of the Internet, needs among clients for sophisticated marketing services in the interactive field have continued to increase. In light of this market progression, Digital Palette had been considering ways to expand its business activities to transform itself into an interactive advertising company that offers account and media buying services. At the same time, Avenue A | Razorfish, the largest interactive agency in the United States, as measured by revenue (see Note), had been searching for a Japan-based partner to join its global network. Based on these mutually strategic needs, Digital Palette and Avenue A | Razorfish have agreed to form a capital and business alliance. The two companies aim to build a close relationship through such activities as joint training programs to facilitate the sharing of know-how and collaboration in developing new clients. Avenue A | Razorfish will utilize Digital Palette as its main Japan base. As part of the alliance and business expansion

announced on this occasion, Digital Palette will also change its name to Dentsu | Avenue A | Razorfish.

The Dentsu Group is strongly committed to supporting Digital Palette's development as an interactive advertising company, and looks forward to its enhancement of the combined client services.

Avenue A | Razorfish is part of the aQuantive Inc. organization (Headquarters: Seattle, WA; CEO: Brian McAndrews; NASDAQ Symbol: AQNT). The investment by Avenue A | Razorfish in Digital Palette will be carried out through a third-party allocation of shares to aQuantive International Holdings Inc., a wholly -owned subsidiary of aQuantive.

Note:

According to *Advertising Age's* annual ranking of Marketing Services agencies (broken down into three categories of Direct Marketing, Sales Promotion and Interactive) announced on May 1, 2006, Avenue A | Razorfish ranked top in U.S. Interactive revenue.

Outline of Dentsu | Avenue A | Razor fish

Company Name:	Dentsu Avenue A Razorfish
Location:	14F, Hamarikyu Parkside Place, 5-6-10, Tsukiji, Chuo-ku, Tokyo
Principal Business:	Interactive marketing
Capital:	400 million yen
Main Shareholding Ratios:	Dentsu Tec Inc. 28.2%; aQuantive International Holdings Inc. 19.4%; Dentsu Inc. 16.7%; Dentsu. Com, Inc. 10.8%; Fuji Xerox Co., Ltd. 10.8%
President and CEO:	Reo Watanabe
Employees:	148 (tentative, as of February 1, 2007)

Outline of Avenue A | Razorfish

Company Name: Avenue A | Razorfish
Location: Seattle, WA, U.S.A.
Principal Business: Interactive marketing
Shareholding Ratio: aQuantive Inc. 100%
President, Worldwide: Clark Kokich
Revenue: \$189,755 thousand (Fiscal 2005, excluding media costs, approximately 22.4 billion yen, based on an exchange rate of \$1 = 118 yen)
Employees: 1,293 (as of September 30, 2006)
Offices: U.S.A. (11 offices), U.K., Germany, Australia, China (Hong Kong, Shanghai)
Date of Establishment: July 1997

Outline of Digital Palette Inc.

Company Name: Digital Palette Inc.
Location: 14F, Hamarikyu Parkside Place, 5-6-10, Tsukiji, Chuo-ku, Tokyo
Principal Business: Digital marketing and consulting
Capital: 400 million yen
Main Shareholding Ratios: Dentsu Tec Inc. 35.0%; Dentsu Inc. 20.7%;
Dentsu. Com, Inc. 13.3%; Fuji Xerox Co., Ltd. 13.3%
President and CEO: Reo Watanabe
Employees: 132
Date of Establishment: April 2001

Impact on Earnings

The future impact of this transaction on Dentsu's consolidated and non-consolidated financial results is expected to be minimal.

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