

January 16, 2007
cyber communications inc.
Digital Palette Inc.

**Digital Palette and cyber communications
Announce Strengthened Business Alliance,
Following Digital Palette's Capital and Business Alliance with Avenue A | Razorfish**

cyber communications inc., (Head Office: Minato-ku, Tokyo, Japan; President: Hideyuki Nagasawa, hereinafter "cci") and Digital Palette Inc. (Head Office: Chuo-ku, Tokyo; President and CEO: Reo Watanabe), a subsidiary of Dentsu Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Tateo Mataka), which provides digital contents planning, creation and consulting services, announced today that they are to further strengthen the business alliance between the two companies that was originally announced in July 2006. This announcement follows the capital and business alliance that was concluded between Digital Palette and Avenue A | Razorfish (Headquarters: Seattle, WA; President: Clark Kokich, hereinafter "Avenue A").

1. Purpose of strengthening the business alliance

Following the conclusion of the capital and business alliance with Avenue A | Razorfish, the top U.S. interactive agency in terms of revenue (see Note) and a wholly-owned subsidiary of interactive marketing holding company aQuantive Inc. (Headquarters: Seattle, USA), Digital Palette changed its corporate name to Dentsu | Avenue A | Razorfish. Concurrently with the name change it was announced that the new company would utilize the cutting edge marketing technologies possessed by Avenue A to expand corporate activities as an "interactive agency," providing sophisticated marketing services in interactive areas in Japan.

cci and Digital Palette already share a close business alliance in the areas of interactive marketing and contents creation, and through the alliance that Digital Palette has formed with Avenue A, both companies can expect to further improve their competitiveness, thanks to the provision of even more sophisticated and advanced interactive marketing services.

Anticipating the changes arising from Digital Palette's business alliance with Avenue A, on January 1, 2007, cci dispatched an executive director responsible for media creation as the cci coordinator of media operations with Digital Palette, with the aim of further strengthening the business alliance between the two companies. cci will continue to promote cooperation and strong business partnership with Dentsu | Avenue A | Razorfish in the future.

2. Specific areas of cci-Digital Palette business alliance announced on July 3, 2006

- (1) Planning, implementation and management of digital marketing strategy;
- (2) Planning and production of websites, campaign sites, advertising planning sites and video contents;
- (3) Production of advertising materials in Internet advertising and peripheral domains;
- (4) Data analysis on the Internet and utilization and management of the data analysis tools necessary;
- (5) E-promotion business; and
- (6) All other businesses associated with each item listed above.

3. Outline of each company

cyber communications inc. (cci)

Representative: Hideyuki Nagasawa, President

Head Office: Comodio Shiodome 7F, 2-14-1 Higashi-Shimbashi, Minato-ku, Tokyo

Business Overview: Planning, production and marketing of Internet advertising

Capital: 2.362 billion yen

Major Shareholders: Dentsu (47.5%)

Digital Palette Inc.

Representative: Reo Watanabe, President

Head Office: 14F Hamarikyu Parkside Place, 5-6-10 Tsukiji, Chuo-ku, Tokyo

Business Overview: Planning, production and consulting for digital contents

Capital: 400 million yen

Major Shareholders: Dentsu Tec Inc. (35.0%); Dentsu Inc. (20.7%); Dentsu. Com, Inc. (13.3%); Fuji Xerox Co., Ltd. (13.3%)

Avenue A | Razorfish

Representative: Clark Kokich, President (Worldwide)

Location: Seattle, WA, USA.

Business Overview: Interactive marketing

Revenue: 22.4 billion yen (figure for FY2005, excluding media costs, based on \$1=118 yen)

No. of Employees: 1,293 (as of September 30, 2006)

Major Shareholders: aQuantive Inc. (100%)

Dentsu | Avenue A | Razorfish

Representative: Reo Watanabe, President

Head Office: 14F Hamarikyu Parkside Place, 5-6-10 Tsukiji, Chuo-ku, Tokyo

Business Overview: Interactive marketing

Capital: 400 million yen

Major Shareholders: 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%)

4. Impact on earnings

The impact of this announcement on cci earnings for the current fiscal year is expected to be minimal.

For further information:

cci

Ito or Kuriyama

Corporate Planning Division

Tel: 03-5425-6274

Digital Palette

Inaba

Corporate Planning Division

Tel:03-5551-9885

(Note):

According to the ranking of marketing services agencies in *Advertising Age* (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.