

PRESS RELEASE

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DENTSU ACQUIRES ATTIK

Deal Brings Added Digital, Creative Expertise to Dentsu's North American Portfolio

NEW YORK, NY, October 29, 2007—Dentsu America, Inc. today announced the acquisition of ATTIK Inc., the San Francisco-based global creative and brand engineering agency. ATTIK will retain its brand identity and operate as a division of Dentsu America, Inc. The move is the latest evidence of the agency's commitment to grow the Dentsu brand in North America by attracting and acquiring top-level talent and resources.

ATTIK's clients include Boost Mobile, Scion, ExpressJet Airlines, and, in the United Kingdom, Coca-Cola, Heineken and Adidas. It has 58 employees and billings of \$80 million.

"When ATTIK initiated discussions with Dentsu America, we viewed it as a brilliant business decision for their agency, which has built a solid reputation on ground-breaking creative for 20 years and wants to continue to grow exponentially," said Tim Andree, Chief Executive Officer of Dentsu America, Inc. "With Dentsu, the world's largest agency brand, ATTIK will attain that growth. We at Dentsu America stand to gain from ATTIK's impressive creative credentials, plus its leadership position in digital and alternative media and its deep understanding of the Gen Y demographic."

"Since our founding in Yorkshire 20 years ago, we have transformed ourselves many times, but as a team we know that we have to evolve even further to stay ahead of our clients' needs and to remain mission-critical," said Richard (Ric) Peralta, Group CEO of ATTIK. "Because of our unique backgrounds, we knew the right partner would be hard to find. Considering the special position Dentsu has allowed us to take within their organization, on behalf of my partners and everyone at ATTIK, I can say that we are all truly thrilled."

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ATTIK's management team will remain in place following the acquisition. Peralta becomes President, ATTIK Division, Dentsu America, reporting to Andree. William Travis, President of ATTIK's U.S. Operations, becomes Vice President. Simon Needham will remain Creative Director and James Sommerville Creative Director of ATTIK U.K.

ATTIK was founded as a graphic design firm in 1986 in Huddersfield, England, by Batley School of Art graduates Simon Needham and James Sommerville, located in the attic bedroom of Sommerville's grandmother—hence the ATTIK moniker. By the mid-90s, the company became known for working in just about every medium conceivable, from broadcast to Web to music videos. As it grew and prospered, ATTIK focused its efforts on brand communications and stewardship so as to maximize the effect of all marketing angles and platforms. In 2002, ATTIK landed the assignment from Toyota Motor Sales to launch the Scion brand in the U.S., and its landmark work has helped to make Scion one of the fastest growing nameplates in the U.S. market and among the coolest brands among Gen Y.

According to Andree, "When I joined Dentsu America in 2006, one of my key mandates was to grow the brand in North America both organically and through acquisition. To do so, it is essential to attract the best and brightest talent. With acquisition, a key component beyond the financial aspect is the caliber of the team. By acquiring ATTIK, we've added some of the industry's top-tier talent to Dentsu's American team."

ATTIK will maintain its San Francisco, CA headquarters. Its West Hollywood office will move into the offices of Dentsu America Los Angeles in Santa Monica, CA, and its NYC office will move into Dentsu America's new headquarters at 32 Ave of the Americas, New York, NY, in the heart of Tribeca.

ATTIK U.K., located in Leeds, England, will remain an independent entity as a wholly owned subsidiary of Dentsu Holdings USA, Dentsu's North American holding company.

With offices in New York and Los Angeles, Dentsu America (www.dentsuamerica.com) is focused on the radically simple idea of influencing people for such longstanding clients as Canon U.S.A., Toyota Motor North America, HarperCollins, Scion, Sage Software, Bandai Toys, Newton Vineyard and many others.

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