

---

## NEWS RELEASE

---

# Digital Garage and Dentsu Agree to Form Capital and Business Alliance

---

Digital Garage, Inc. (JASDAQ: 4819, Head Office: Shibuya-ku, Tokyo, President & Group CEO: Kaoru Hayashi, henceforth DG) announced today that DG and Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004, Head Office: Minato-ku, Tokyo, President & CEO: Tadashi Ishii, henceforth Dentsu) have agreed to form a capital and business alliance through a third-party allocation of Digital Garage's common shares to Dentsu.

Since the Digital Garage Group holds a significant amount of data through the management of Internet media and provision of e-commerce settlement platforms, and Dentsu offers a huge variety of solutions in the digital domain, their strengths are complementary. The purpose of the alliance is to enhance the corporate value of both companies via expanded and innovative services in the areas of digital marketing and business intelligence.

The main objectives of the business alliance are as follows; both companies will provide further details in the future as required.

- (1) Discovery of the latest marketing technology in Japan as well as in North America and other international markets; and its commercialization in the Asian market, including Japan.
- (2) Promotion of business intelligence and digital marketing business operations by utilizing a variety of data.

A summary of the capital alliance is as follows.

- Number of investment shares: Dentsu will acquire 16,500 common shares of Digital Garage through third-party allocation, which will give Dentsu a 7.00% shareholding ratio in Digital Garage after the transaction has been completed.
- Date of investment: January 11, 2013
- Investment capital: 159,004 yen per share; total investment capital: 2,623.566 million yen

Profiles of Digital Garage and Dentsu are provided below.

### About Digital Garage, Inc.

Capital: 6,017.52 million yen

Location: Daikanyama DG Bldg., 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo  
(URL: <http://www.garage.co.jp/>)

Representative: Kaoru Hayashi, President & Group CEO

Number of Employees: Non-consolidated basis: 283; consolidated basis: 376  
(as of June 30, 2012)

### About Dentsu Inc.

Capital: 58,967.1 million yen

Location: 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo  
(URL: <http://www.dentsu.com/>)

Representative: Tadashi Ishii, President & CEO

Number of Employees: Non-consolidated basis: 7,584; consolidated basis: 22,58  
(as of September 30, 2012)