

May 12, 2010

Information Services International-Dentsu, Ltd.  
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## Notice of Personnel Reduction and Other Rationalization Measures

Information Services International-Dentsu, Ltd. (ISID), at a meeting of its Board of Directors held May 12, 2010, decided to implement the following personnel reductions and other rationalization measures. The rationalization program follows the partial return of director compensation, also announced as follows.

### 1. Reasons for the Rationalization

Corporate investment in IT fell off abruptly from the second half of fiscal 2008 (ended March 2009), and the business climate for ISID remains extremely harsh. Under these circumstances, despite measures that included efforts to strengthen sales activities, and to reduce costs and overhead, the ISID Group recorded a sharp decline in both revenue and earnings for fiscal 2009 (ended March 2010).

Corporate IT investment is showing signs of recovery, but we expect this to be moderate for the immediate future. The ISID Group will take steps to increase earnings by further bolstering the competitiveness of its solutions and services, and to continually curb costs and expenses. However, we have determined that a further fundamental restructuring of the cost structure is essential, and have decided to implement the measures outlined below.

### 2. Content of the Rationalization Program

#### (1) Early Retirement Program

Number of Applicants to be Accepted	Approximately 100
Eligibility	In principle, regular employees 45 years of age or older (as of April 1, 2010). However, no age restrictions apply for certain departments.
Application Period	June 1, 2010 to June 21, 2010
Retirement Date	July 31, 2010
Other	Lump-sum early retirement payment will be made to retirees.

#### (2) Employee Transfer Program

Employees will be transferred to ISID subsidiaries in accordance with the following.

Number of Employees Applicable	Approximately 160
Transfer Consent Date	June 21, 2010
Transfer Date	August 1, 2010
Other	Transfer bonus will be paid to transferees.

#### (3) Revision of Personnel System and Practices

ISID has adopted a performance-linked personnel system. The current personnel system and practices will be revised to more thoroughly reward added value.

### 3. Partial Return of Director Compensation

Director compensation will be partially returned as follows, to clarify management responsibility for the Company's earnings performance in fiscal 2009, and the implementation of the personnel reduction and other rationalization measures.

(1) Content of Voluntary Return (Percent Reduction)

Representative Director	15% of monthly compensation
Directors (Full-time)	10% of monthly compensation

(2) Applicable Period

April 2010 to March 2011

### 4. Future Outlook

ISID expects to record an extraordinary loss of up to ¥1,500 million for the lump-sum early retirement payments and transfer bonuses incurred for the current rationalization measures. This extraordinary loss has already been incorporated into the Company's forecasts for the fiscal year ending March 2011 announced on May 12 in consolidated financial results for the fiscal year ended March, 31 2010.

The reduction in personnel expenses resulting from these measures is expected to amount to up to ¥1,000 million annually. The impact on earnings will be announced once the results from the implementation of these measures have been recognized.

#### REF: FY2010 Forecasts (announced May 12, 2010) and FY2009 Results

(Millions of yen)

	Net Sales	Operating Income (Loss)	Ordinary Income (Loss)	Net Income (Loss)
FY2010 (FY3/11) Forecast	62,913	944	935	(561)
FY2009 (FY3/10) Results	61,155	(295)	(238)	(137)