

**NEWS RELEASE****FOR IMMEDIATE RELEASE****March 23, 2007**

## **Dentsu Wins Two Gold Lotuses at AP AdFest 2007**

Dentsu Inc. (President & CEO: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) picked up two Gold Lotuses at the tenth Asia Pacific Advertising Festival (AP AdFest 2007) held from March 14th to 17th in Pattaya, Thailand.

“Open Your Ears Campaign”, an integrated advertising campaign created by Dentsu for Napster Japan, Inc., won Gold in the 360 category (Note) and “Specified Area”, a banner ad created for the Japan Advertising Council, won Gold in the Cyber category. Dentsu also received five silver Lotuses at this year’s festival.

AP AdFest was established in 1997 to focus on creative work in the Asia Pacific region, and since then it has been respected as one of the most prestigious advertising festivals in the world. This year the festival received 5,012 entries for awards in ten categories: Film, Print, Outdoor, Direct Marketing, Cyber, Film Craft, Print Craft, 360, Radio and Contagious.

Note: The 360 Lotus recognizes integrated campaigns that deliver their messages across a combination of inspired and varied media choices. This category was introduced this year along with Contagious, a new category which recognizes innovative and inventive advertising ideas, and Radio.

**Production Credits*****360 Category***

Advertiser: Napster Japan, Inc.  
Product: Napster  
Creative Director: Yuya Furukawa  
Planner: Moto Takagi  
Copywriter: Moto Takagi, Kana Koyama  
Art Director: Gen Tanaka, Mitsuhiro Kutsukake, Yuki Muroi  
Production Company: TOHOKUSHINSHA FILM CORPORATION

**NEWS RELEASE*****Cyber Category***

Advertiser: Japan Advertising Council  
Theme: Smoking manners  
Creative Director/Planner/Copywriter: Yasuyuki Mishima  
Web Director/Designer: Shinya Yamamoto (Freelance)

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