

NEWS RELEASE**FOR IMMEDIATE RELEASE****April 9, 2007****Dentsu Wins a GOLD REGGIE at the PMA's
2007 Reggie Awards**

— *Canon Marketing Japan's ENJOY PHOTO Campaign Wins in
National Consumer Promotion (Budget over \$5,000,000) Category* —

Dentsu Inc. (President & CEO: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) won a GOLD REGGIE (see Note 1) at the 2007 Reggie Awards (Promotion Marketing Association, Inc.; Headquarters: New York City; see Note 2) for its ENJOY PHOTO campaign (see Note 3) developed for Canon Marketing Japan, Inc. The campaign garnered the GOLD REGGIE in the National Consumer Promotion (Budget over \$5,000,000) category (see Note 4). This marks the first time a Japanese advertising company has received a GOLD REGGIE award.

The Reggie Awards have been presented by the PMA since 1983 during its annual conference in Chicago. The awards recognize excellence of works in the promotion marketing field. There are 14 categories and GOLD, SILVER and BRONZE Reggie Award winners are chosen in each category.

The 2007 Reggie Awards were presented on March 22 during the PMA Annual Conference held from March 21 to March 22, 2007. The winners were chosen from a total of more than 400 entries.

Note 1: The Reggie Awards name derives from a store "cash register" since the effectiveness of a promotion activity is evaluated by how well it has contributed to driving consumers to buy.

Note 2: Headquartered in New York City, the Promotion Marketing Association, Inc. (PMA) was established in 1911 and is the premier industry organization for promotion and marketing professionals.

Note 3: Powershot digital camera, Pixus ink jet printers and Selphy compact photo printer series are promoted under Enjoy Photo campaign title.

Note 4: Within the 14 Reggie Award categories, three categories recognize National Consumer Promotions with budgets ranging from under \$1,000,000 to over \$5,000,000.

Production Credits for the GOLD REGGIE

Advertiser: Canon Marketing Japan, Inc.

Campaign Title: ENJOY PHOTO (the Canon PIXUS, SELPHY)

Advertising Company: Dentsu Inc.

Strategic Planner: Takashi Akatsuka, Keita Kimura

Creative Director: Riichiro Onodera

Web Producer: Takeshi Arimura

Campaign Overview: The slogan of “ENJOY PHOTO,” which was developed to communicate the competitive edge of easy-to-operate digital cameras and ink jet printer series of Canon, was used across the campaign. By highlighting the Japanese tradition of sending and receiving *nengajo* (New Year’s Greeting Cards), the campaign centered around printers. The fun of making, the joy of receiving, and the pleasure of looking back over *nengajo* cards were encapsulated by the ENJOY PHOTO slogan, which was used in the integrated campaign. It utilized various contact points such as television commercials, magazine advertisements, new product launch events, Web sites, product placements and experience-based events.

Award Citation: The integrated campaign, “ENJOY PHOTO”, contributed to a jump in the market share of the advertiser’s ink jet printer products.

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