

NEWS RELEASE**FOR IMMEDIATE RELEASE****May 28, 2007**

SUNTORY LIMITED Wins
Dentsu Advertising Grand Award
— 60th Dentsu Advertising Award Winners Announced —

SUNTORY was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 60th Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This year marks the 18th time, following the previous win in 2004, that SUNTORY has garnered the Dentsu Advertising Grand Award. This year, a new category that recognizes integrated campaigns using multiple media, was established. Shiseido's "TSUBAKI" campaign won the Best Campaign Award for this category.

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, which convened at 11:30 a.m. on Friday, May 25, 2007 at the Imperial Hotel in Chiyoda Ward, Tokyo. Winners were selected in the six categories of Newspaper Advertising, Magazine Advertising, Poster Advertising, Radio Advertising, Television Advertising and Sales Promotion, as well as three separate categories of Internet Advertising, Public Service, and Campaign .

Area Awards were also given for outstanding work in advertising in the three regions of Nagoya, Kyushu and Hokkaido.

The winners were selected from among advertisements that ran between April 1, 2006 and March 31, 2007. A total of 2,509 entries were submitted to the Screening Committee, with 438 of these being considered during the final selection phase.

Regional screenings were conducted in the five areas of Tokyo, Osaka, Nagoya, Kyushu and Hokkaido beginning in October 2006. The works selected during this initial process were then narrowed down to a set of 79 finalists at a meeting of the National Final Selection

Committee held in Tokyo from May 21 to 24, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 25 for determination of the final award winners.

SUNTORY was recognized for superior performance in its overall advertising activities. This was reflected in its receipt of the Dentsu Advertising Grand Award as well as two of the six Dentsu Advertising Awards in the categories of Newspaper Advertising and Poster Advertising.

In the other Dentsu Advertising Awards categories, MIZUNO won the Magazine Advertising Award, RECRUIT won the Television Advertising Award, Matsushita Electric Industrial won the Radio Advertising Award, Shiseido won the Sales Promotion Advertising Award and TOHATO won the Internet Advertising Award. The Public Service Grand Award, which is chosen from among advertising works of nonprofit organizations, went to Fukuoka City/Fukuoka City Board of Education.

The awards will be presented at the 60th Dentsu Advertising Awards Ceremony, to be held on July 2 at the Pamir International Convention Center in Grand Prince Hotel New Takanawa (the former New Takanawa Prince Hotel), Tokyo.

All of the award-winning advertising works will be exhibited at the Advertising Museum Tokyo in Shiodome, Tokyo from July 10 to 28 and at four Dentsu Group offices (Dentsu Inc. Kansai, Dentsu Inc. Chubu, Dentsu Hokkaido Inc. and Dentsu Kyushu Inc.) according to a schedule to be determined shortly.

60th DENTSU ADVERTISING AWARD WINNERS

Dentsu Advertising Grand Award SUNTORY LIMITED

Dentsu Advertising Awards

Newspaper	SUNTORY LIMITED
Magazine	MIZUNO
Poster	SUNTORY LIMITED
Radio	Matsushita Electric Industrial Co., Ltd.
Television	RECRUIT CO., LTD.
Sales Promotion	Shiseido Co., Ltd.

Internet Advertising Award TOHATO INC.

Public Service Grand Award Fukuoka City/Fukuoka City Board of Education

The Best Campaign Award Shiseido Co., Ltd. , “TSUBAKI”

<About the Dentsu Advertising Awards>

The Dentsu Advertising Awards were established in 1947 for the purpose of raising the standard of advertising planning and creativity in Japan. Awards are presented to advertisers who have contributed to progress in the advertising field by conducting superior planning and employing superior techniques in their advertising work during the previous year. The awards are referred to as the “Grand Prix” of Japan’s advertising industry, and it is said, “the history of the Dentsu Advertising Awards is the history of postwar Japanese advertising creativity.”

Since 1958, selections have been made by the Dentsu Advertising Awards Screening Committee, an independent nationwide organization chaired by Mr. Takashi Imai. The Screening Committee membership, which currently has 532 members from various regions of Japan, primarily comprises advertisers, media executives, producers and prominent members of the academic, business and cultural communities.

Contact: Yukihiro Oguchi
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: yukihiro.oguchi@dentsu.co.jp