



Press Release



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THE IAA DENTSU INTERAD XI GLOBAL STUDENT COMPETITION

IAA Dentsu InterAd XI Competition World Champion Chosen *Competition's Client was the UN Millennium Campaign*

New York, NY, June 27, 2007 - Team Boomerang from Edith Cowan University, Perth, Western Australia was declared World Champion of the annual International Advertising Association (IAA) InterAd XI global student advertising competition. Boomerang advanced to the world finals as winner of the Asia/Pacific Regional IAA Dentsu InterAd XI competition and will be awarded the IAA InterAd XI Trophy next month.

The winning entry will be on display during Advertising Week in New York, September 2007, at the Advertising Community Together (ACT) exhibition. The ACT exhibition will showcase a comprehensive and unique compilation of over 300 sustainable development and corporate social responsibility campaigns from nearly 105 advertising agencies in 33 countries - making this a perfect fit to present Boomerang's work!

The IAA Dentsu InterAd XI competition is part of the International Advertising Association's Professional Development program and is designed to give students the opportunity to test their skills with a real world client case study. "We are very proud of IAA's ongoing commitment and dedication to the training and education of the next generation of our marketing communications professionals", said IAA Chairman and World President Joseph Ghossoub. "Each year, through our IAA InterAd we endeavor to create a world class learning experience. The quality of the entries was excellent and many of the participating schools use the IAA InterAd competition as part of their marketing and advertising curriculum", said Ghossoub. Noriyuki Shutto, Executive Advisor, Dentsu Inc., said "The education and training of students is a CSR theme that we at Dentsu have been seriously tackling for years, and we are very much honored to have sponsored this worldwide event. We hope that our efforts will contribute to improvements at all levels of the industry."

This year's IAA Interad XI client for the advertising competition was the United Nations Development Program (UNDP) Millennium Campaign and its 8 goals. The UNDP case brief focused on goals to eradicate extreme poverty and hunger; achieve universal primary education; promote gender equality and empower women; reduce child mortality; improve maternal health; combat HIV/AIDS, malaria and other diseases; ensure environmental sustainability; and develop a global partnership for development.

The IAA Dentsu InterAd XI competition challenged advertising and marketing students the world over to create campaigns to ensure that we are the first generation to eradicate poverty.

The IAA Dentsu InterAd XI was made possible with a donation from Dentsu Inc., the 5th largest global advertising/marketing organization. Entries were received from 29 schools in 20 countries and the teams were judged by industry leaders from the IAA's worldwide network.

The winning entry can be viewed at <http://www.iaaglobal.org/default.aspx?id=768ccfa9-9486-411c-b7a7-5cbae71ebf43>

Boomerang's faculty advisor is Diane Slade.

Boomerang's team members include:

Samantha Hassall	Stephen Burge
Donny McDermid	David Schultink
Bryan Chiang Lip Wai	Francis Yang Mu Jia
Annika van Grootel	Amber Micallef
Anne Hallam	Darren Clark
Holly Gibson	Norman Leslie
Tiffany Wertheimer	

Five other regional teams also reached the IAA InterAd XI World finals and will be given global runner-up awards based on their juried scores. The runners-up are:

Global 2 nd Place:	Glass Half Full - Emerson College, USA
Global 3 rd Place:	Positive - International Business School, Hungary
Global 4 th Place:	SFC - Keio University, Japan
Global 5 th Place:	Countdown - UNIACC, Chile
Global 6 th Place:	Base Communications - The American University in Dubai, UAE

International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partnership whose members comprise of advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org.

Dentsu Inc.

Dentsu Inc., founded in 1901, is the largest advertising company brand and the fifth largest marketing and communications organization in the world. Based in Tokyo, Dentsu offers national, multinational and global clients the most comprehensive range of advertising and marketing services through its unique "Total Communications Services" approach. Dentsu has pioneered and set global standards for integrated communications, which in latter years have been adopted by a number of major international networks. The group has more than 6,000 clients and 16,224 employees* in both Japan and its offices overseas. Consolidated billings (net sales) for fiscal year 2006 were recorded at 2,093.9 billion yen. Dentsu is publicly quoted on the Tokyo Stock Exchange. For more information, please visit www.dentsu.com.

* As of March 31, 2007

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