

NEWS RELEASE**FOR IMMEDIATE RELEASE****July 30, 2007**

Dentsu and TV TOKYO Will Air a Second Infomercial for the Friendship Project

— *“90-Second Family Story” is an infomercial collaboration
aimed at highlighting the importance of family* —

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and TV TOKYO Corporation (Co-CEO President: Masayuki Shimada; Headquarters: Tokyo; Capital: 8,910.9 million yen) announced today that they had completed production of a second collaborative infomercial as part of the Friendship Project under the theme of “Everyone hold hands together in Friendship”, which was begun in March 2007.

The first infomercial in this series, with the theme “Friendship,” was broadcast in March and it attracted a great deal of attention and comment. The second in the series conveys the message that loving families are created when parents and children play together. The length was extended from 60 to 90 seconds and is titled “90-Second Family Story”. It was completed thanks to the sponsorship of three companies: The Yomiuri Shimbun, 20th Century Fox Home Entertainment Japan and Twin Ring Motegi. This collaborative effort, which goes beyond the usual framework of an infomercial, will be broadcast on TV TOKYO.

Outline of the Friendship Project

Name of Project:	Friendship Project
Project Sponsors:	The Yomiuri Shimbun, 20th Century Fox Home Entertainment Japan and Twin Ring Motegi (in alphabetical order)
Broadcast Period:	Monday, July 30 to Sunday, August 12, 2007
Production:	TV TOKYO Corporation, Dentsu Inc.
Planning:	TV TOKYO Corporation, Dentsu Inc.
Infomercial Title:	“90-Second Family Story”

The three sponsors—The Yomiuri Shimbun, 20th Century Fox Home Entertainment Japan and Twin Ring Motegi—all appear during this single 90-second infomercial spot, which will be broadcast a total of 60 times.

Other Media

- Posters publicizing the Friendship Project will be placed in seven stations along the JR Yamanote line (Shinjuku, Shibuya, Shinbashi, Tokyo, Akihabara, Ueno, and Ikebukuro) from July 30 through August 5, 2007.
- An advertisement of the Friendship Project will appear in the evening edition of the Yomiuri Shimbun on July 30, 2007.
- A banner ad will be placed on the top page of Presentcast's portal site DOGATCH from July 30 to August 12, 2007.

The Project Logo

Friend-Ship Project



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