

NEWS RELEASE**FOR IMMEDIATE RELEASE****August 27, 2007**

Dentsu and TBS to Air a New Take on Environmental Problems through TV Commercials

— *10 consecutive conversational-style TV commercials*

entitled "Anna and the Earth" —

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and Tokyo Broadcasting System Inc. (hereafter TBS: President: Hiroshi Inoue; Head Office: Tokyo; Capital: 5,468.5 million yen) announced today the launch of the second round of the "Green Film Project" which began last year (see Note 1). The "Green Film Project '07" is a series of TV commercials that intend to draw attention to environmental problems, and has been made possible through the sponsorship of 10 environmentally-conscious companies. The project is a follow-up to last year's consecutive drama-style TV commercials, "Rainbows in August". The 10 conversational-style commercials, entitled "Anna and the Earth", will be broadcast on TBS on the 10 weekdays from September 3 to 14, 2007.

There are many varying opinions about the environment. Several companies, organizations and individuals are addressing environmental problems, but it is a challenge to relay their opinions and activities to consumers. This project, using TV commercials as a medium, hopes to present viewers with the opportunity to think about the environment of the world they live in and its future.

The conversational-style TV commercials, "Anna and the Earth," ask us how much we understand about the earth. Each 45-second commercial will send out the message, "In Touch With the Earth". They feature Anna Tsuchiya, a charismatic actress popular among young females, and are directed by Koichiro Tsujikawa, a director who is well-known for his artistic visual creations.

Each commercial will contain its own story, and one commercial per day (45-second conversational-style TV commercial and sponsoring companies' TV commercials) will be aired on the 10 weekdays from September 3 to 14, 2007. The commercials can also be seen by linking to the project's homepage (<http://www.greenfilm.jp>) through the video content search portal, DOGATCH (<http://dogatch.jp>).

Note 1: About the "Green Film Project"

Green Film Project '07

Under the concept of "Let's present one story to confirm our sincere approach to facing environmental problems", Dentsu and TBS, with the cooperation of the 10 sponsoring companies, the film production staff and the actors, are using this project to employ various measures centering around the TV commercials to spread the word to viewers to seriously think about the future of the earth and the human race.

Sponsor Companies

Coca-Cola (Japan) Company, Limited, Daiichi Sankyo Healthcare Co., Ltd., Olympus Imaging Corp., Platinum Guild International, Sony Assurance Inc., Suntory Limited, Teijin Limited, The Japan General Estate Co., Ltd., The Mainichi Newspapers, and Wacoal Corp.
(in alphabetical order)

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