

NEWS RELEASE**FOR IMMEDIATE RELEASE****March 21, 2008**

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

—“90-Second Story: The Bonds Shared by Husband and Wife” to Be Aired from March 21—

—Special Five-Minute Director’s Cut Version to Be Available on TV TOKYO’s Web Site—

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and TV TOKYO Corporation (President & Co-CEO: Masayuki Shimada; Headquarters: Tokyo; Capital: 8,910.9 million yen) announced today that they will broadcast a third story-based collaborative infomercial as part of the Friendship Project from Friday, March 21 to Sunday, March 30, 2008. With a theme of “Beyond romance and love—the bonds shared by husband and wife,” this installment of the Friendship Project will be broadcast under the sponsorship of three participating companies.

The first infomercial in the series followed the theme of “Friendship,” while the second adopted the theme of “Family.” The series has attracted considerable interest owing to its long-format, story-based structure and because each infomercial in the series is produced as a collaboration between three sponsors.

The third installment of the Friendship Project series is produced in a 90-second format, while a special 180-second version of the commercial will also be broadcast. In addition, a five-minute “director’s cut” will be available for viewing through the TV TOKYO web site. Three companies from different industries, All Nippon Airways Co., Ltd. (ANA), Platinum Guild International, and the Yomiuri Shimbun, collaborated as the three sponsors for the production and broadcast of this third story-based infomercial entitled “90-Second Story: Beyond Romance and Love—The Bonds Shared by Husband and Wife.”

Outline of the Friendship Project

Name of Project: Friendship Project
Project Sponsors: All Nippon Airways Co., Ltd. (ANA), Platinum Guild International, and the Yomiuri Shimbun (in alphabetical order)
Broadcast Period: Friday, March 21, 2008, to Sunday, March 30, 2008
The five-minute director’s cut version of the infomercial can be viewed at www.tv-tokyo.co.jp/fsb3

Production: TV TOKYO Corporation, Dentsu Inc.
Planning: TV TOKYO Corporation, Dentsu Inc.
Infomercial Title: “90-Second story—The Bonds Shared by Husband and Wife”
The three sponsors from different industries—All Nippon Airways Co., Ltd. (ANA), Platinum Guild International, and the Yomiuri Shimbun—all appear during the single 90-second story-style infomercial. The infomercial is scheduled to be broadcast 60 times during the campaign period.

Other Media

- A special 180-second version of the infomercial will be broadcast from March 21 to March 30.
- A special five-minute director’s cut version of the infomercial will be available for viewing through the TV TOKYO web site from March 21 to March 30.
- An advertisement for the Friendship Project will appear in the March 21 and March 31 evening editions of the Yomiuri Shimbun.
- The PresentCast “Dogatch” web site top page will feature a banner advertisement for the Friendship Project from March 21 to March 30.

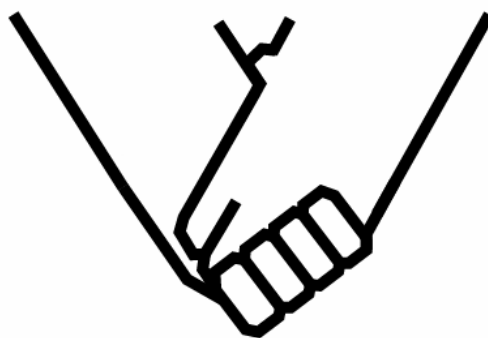
The Project Logo

Friend-Ship Project



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PLATINUM



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