

NEWS RELEASE**FOR IMMEDIATE RELEASE****May 26, 2008**

Matsushita Electric Industrial Co., Ltd. Wins Dentsu Advertising Grand Award

— 61st Dentsu Advertising Award Winners Announced —

Matsushita Electric Industrial Co., Ltd. was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 61st Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This year marks the 30th time, following the previous win two years ago, that Matsushita Electric Industrial has garnered the Dentsu Advertising Grand Award.

The winners of the top awards at the 61st Dentsu Advertising Awards are listed below.

Dentsu Advertising Grand Award Matsushita Electric Industrial Co., Ltd.

Dentsu Advertising Awards

Newspaper	Asahi Kasei Corporation
Magazine	Matsushita Electric Industrial Co., Ltd.
Poster	SUNTORY LIMITED
Radio	Matsushita Electric Industrial Co., Ltd.
Television	Kizakura Co., Ltd.
Sales Promotion	Iwanami Shoten, Publishers
Internet	Honda Motor Co., Ltd.

Best Campaign Award Kizakura Co., Ltd.

Campaign Award SUNTORY LIMITED

Direct Advertising Award Shanti Volunteer Association

This year the advertising awards have been revised to reflect the changes that have taken place in the advertising environment in recent years. The Public Service Grand Award has been eliminated in favor of awards in some of the seven categories listed in the following paragraph. In addition, the Internet Advertising Award has now become a full-fledged category of the Dentsu Advertising Awards, and a new sub-category of Cross-Media/Mobile/Others was added to the Internet Advertising category. In recognition of the three-dimensional development of advertising as a result of the expansion of the mail-order market and the diversification in means of accessing information, a new Direct Advertising Award has also been created.

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 23, 2008 at the Imperial Hotel in Chiyoda Ward, Tokyo. Winners were selected in the seven categories of Newspaper Advertising, Magazine Advertising, Poster Advertising, Radio Advertising, Television Advertising, Sales Promotion, and Internet Advertising for Dentsu Advertising Awards, Dentsu Advertising Associate Awards (for two categories, Newspaper Advertising and Television Advertising), Excellence Awards and Outstanding Awards. The Dentsu Advertising Grand Award, Best Campaign Award and Campaign Award were also decided, and an Advertising Award, Excellence Award and Outstanding Award were determined in the new Direct Advertising Award.

For outstanding work in advertising in the three regions of Nagoya, Kyushu and Hokkaido, an Area Excellence Award and Area Outstanding Award were determined.

The winners were selected from among advertisements that ran between April 1, 2007 and March 31, 2008. A total of 2,668 entries were submitted to the Screening Committee, with 663 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 2007. The works selected during this initial process were then narrowed down at a meeting of the National Final Selection Committee held in

Tokyo from May 19 to 22, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 23, 2008 for determination of the final award winners. A total of 97 prizes were awarded.

The awards will be presented at the 61st Dentsu Advertising Awards Ceremony, to be held on July 1, 2008 at the Pamir International Convention Center in the 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 Tuesday, July 8 to Saturday, July 26 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.

<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 that “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, which currently has 531 members from various regions of Japan, primarily comprises advertisers, media executives, producers and prominent members of the academic, business and cultural communities.

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