

NEWS RELEASE**FOR IMMEDIATE RELEASE****June 27, 2008**

Dentsu Wins a Grand Prix in the Radio Category at Cannes International Advertising Festival 2008

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) has garnered a Grand Prix in the Radio Lions category at the 55th International Advertising Festival (Cannes Lions 2008) held from June 15 to 21 in Cannes, France. In total, the Dentsu Group took home a Grand Prix, three Gold Lions, eight Silver Lions, and four Bronze Lions.

The Grand Prix went to Dentsu for “Shutter Chance” for Canon Marketing Japan Inc. in the Radio Lions category.

In the Media Lions category, a Gold Lion went to Dentsu Inc. Kansai for “The Asahi Newspaper Moves” for The Asahi Shimbun Company. Dentsu also received a Silver Lion and a Bronze Lion in the Media Lions category for “TOEI STATION STADIUM” for the Tokyo Metropolitan Government and “JumpSQ. Launch ‘hide-and-seek advertising’ Campaign” for SHUEISHA INC. respectively.

Dentsu was also awarded with second place in the Media Agency of the Year category for its plentiful shortlists and winning entries in the Media Lions category.

In the Cyber Lions category, Dentsu took home a Gold Lion, two Silver Lions and a Bronze Lion. The Gold Lion went to GT Inc./Dentsu for “Rec You” for Sony Marketing (Japan) Inc.; the Silver Lions went to Dentsu for “Zoom In/Out” for Honda Motor Co., Ltd. and “RELIEF” for the Japan Advertising Council; and the Bronze Lion went to GT Inc./Dentsu for “ZIKKYO GENERATOR” for Sony Marketing (Japan) Inc.

Dentsu also received a Silver Lion and a Bronze Lion in the Design Lions category. The Silver Lion went to Dentsu for “Manju no Shizuku” (submitted to Cannes under the title “The Dew of Longevity”) for the Tropical Plant Resources Institute, Inc. and the Bronze Lion to Dentsu Inc. Kansai for “iwai” for KYURYUDO ART-PUBLISHING CO., LTD.

In the Film Lions category, Dentsu was awarded a Silver Lion and a Bronze Lion. The Silver Lion went to Shingata Inc./Dentsu for “The Big Test” for SECOM CO., LTD. and the Bronze

Lion went to Dentsu for “Non-blinking Woman” for Morinaga & Co., Ltd.

Looking at our overseas businesses and domestic affiliates, Dentsu (Thailand) Ltd. received three Silver Lions in the Press Lions category for “Cheetah”, “Baseball” and “Rock Concert” for Canon Marketing (Thailand) Co., Ltd. and beacon communications k.k. received a Gold Lion in the Promo Lions category for “Voice of Endangered Birds” for the Wild Bird Society of Japan.

This year the festival recorded 28,284 entries from 85 countries and regions for awards in ten categories: Film, Press, Outdoor, Direct, Media, Cyber, Radio, Promo, Titanium and Integrated, and Design.

Production Credits

Radio Lions: Grand Prix

Advertiser: Canon Marketing Japan Inc.

Product/Service: EOS Kiss Digital

Title: “Shutter Chance”

Agency: Dentsu Inc.

Creative Directors: Jun Moriwaki, Daisuke Tsuda

Copywriter: Wataru Yamamoto

Producer: Kozo Sato

Director: Wataru Yamamoto

Account Executive: Mamoru Mochizuki

Production Company: Aoni Production

Media Lions: Gold

Advertiser: The Asahi Shimbun Company

Product/Service: The Asahi Shimbun

Title: “The Asahi Newspaper Moves”

Agency: Dentsu Inc. Kansai

Creative Director: Takaaki Yamazaki

Copywriter: Junichi Harima

Art Directors: Mamoru Ichino, Ryoichi Karasuno

Producers: Shunji Mori, Hideyuki Kojima, Yu Ishida, Jun Hisayasu, Kyoko Sugano

Animation: Junichi Harima, Mamoru Ichino, Ryoichi Karasuno, Hideya Iguchi, Seiji Nomura

Designers: Ryoichi Karasuno, Hideya Iguchi

Photographers: Akira Yamada, Shinya Murai

Animation Producer: Sumako Sakagami

Silver

Advertiser: Tokyo Metropolitan Government

Product/Service: TOEI STATION STADIUM

Title: “TOEI STATION STADIUM”

Agency: Dentsu Inc.

Creative Director: Naoya Hosokawa

Copywriter: Naoya Hosokawa

Art Director: Takahiro Tsuchiya

Planners: Akira Ozone, Kota Mogami, Naoya Hosokawa, Motofumi Kanesaka,
Masashi Miyamae

Account Executives: Akira Ozone, Kota Mogami

Production Companies: J.C. SPARK INC., KOBAYASHI KOGEI-SHA Co., Ltd.,
Dentsu Tec Inc.

Bronze

Advertiser: SHUEISHA INC.

Product/Service: JumpSQ.

Title: "JumpSQ. Launch 'hide-and-peek advertising' Campaign"

Agency: Dentsu Inc.

Creative Director: Hirozumi Takakusaki

Copywriters: Yasuharu Sasaki, Eita Nakajima, Masakazu Ido

Art Directors: Kazuko Marubashi, Shinya Seino

Producers: Yoshikazu Nagashima, Michiko Ishihara, Naganobu Asano,
Morihiro Kumano, Junichi Murata

Directors: Mineko Nakagawa, Kazuhiro Watanabe, Tetsuya Nakamura

Strategic Planners: Junichiro Hayashida, Yusuke Yagishita, Soichi Ono

Designers: Motoki Iha, Hisa Ohta, Shinichiro Nakano

Animation: Ken Ohbayashi, Yumiko Fukuda

Production Managers: Masumi Yamada, Kunihiko Yoshino

Account Executives: Keigo Nishi, Yoshihisa Kawada, Tatsuya Ogawa

Production Companies: AOI Advertising Promotion, puzzle, TAKI CORPORATION,
Impress Comic Engine Inc.

Cyber Lions: Gold

Advertiser: Sony Marketing (Japan) Inc.

Product/Service: SONY WALKMAN PORTABLE AUDIO PLAYER

Title: "Rec You"

Agencies: GT Inc./Dentsu Inc.

Executive Producer: Koshi Uchiyama

Creative Director: Naoki Ito

Art Director: Naoki Ito

Client Producer: Zen Tachikawa

Producers: Yasuhisa Kudo, Yuki Morikawa

Directors: Kanta Shimizu, Daima Kawamura, Hiroshi Koike

Account Executives: Harunobu Deno, Kenkichi Shimizu, Tetsufumi Nishikawa,
Tomoyasu Katagai

3D Engine: MotionPortrait, Inc.

Production Company: NON-GRID, Pictures

Silver

Advertiser: Honda Motor Co., Ltd.

Product/Service: Car Navigation System (Internavi Premium Club)

Title: "Zoom In/Out"

Agency: Dentsu Inc.

Creative Director: Hiroki Nakamura

Copywriter: Kazuomi Goto

Art Director: Yusuke Kitani

Producers: Ryoichi Nakano, Yasuyuki Shiogai

Media Coordinators: Junko Sakai, Hajime Kawamura

Production Companies: Kaibutsu, Excite Japan Co., Ltd.

Silver

Advertiser: Japan Advertising Council

Product/Service: CAMPAIGN AGAINST DOMESTIC VIOLENCE

Title: "RELIEF"

Agency: Dentsu Inc.

Creative Directors: Naoto Oiwa, Makoto Teramoto

Copywriter: Masakazu Ido

Art Director: Shinya Seino

Producer: Nobuyuki Tanizawa

Media Coordinators: Junko Sakai, Hajime Kawamura

Technical Director: Roy Ryo Tsukiji

Programmer: Koumei Sato

Photographer: Shiro Fukuo

Client Supervisor: Mamoru Kusakawa

Production Companies: ADBRAIN Inc., Spaiced Graphix, Excite Japan Co., Ltd.

Bronze

Advertiser: Sony Marketing (Japan) Inc.

Product/Service: FOOTBALL SPONSORSHIP

Title: "ZIKKYO GENERATOR"

Agencies: GT Inc./Dentsu Inc.

Creative Director: Koshi Uchiyama

Copywriter: Satoshi Hanai

Client Producer: Yasushi Endo

Producers: Yasuhisa Kudo, Yuki Morikawa

Director: Kaoru Chono

Account Executives: Kenkichi Shimizu, Tomoyasu Katagai

Production Company: Business Architects

Design Lions: Silver

Advertiser: Tropical Plant Resources Institute, Inc.

Product/Service: "Manju no Shizuku" (submitted to Cannes under the title "The Dew of Longevity")

Title: "Manju no Shizuku" (submitted to Cannes under the title "The Dew of Longevity")

Agency: Dentsu Inc.

Creative Director: Koichi Ito

Copywriter: Yohei Ugaeri

Art Director: Mitsuhiro Kutsukake

Designers: Tomoko Kida, Keiko Nagamoto

Photographer: Shinji Minami

Account Executive: Tomoaki Ide

Production Company: PLUG

Bronze

Advertiser: KYURYUDO ART-PUBLISHING CO., LTD

Product/Service: "iwai"

Title: "iwai"

Agency: Dentsu Inc. Kansai

Art Director: Yoshihiro Yagi

Copywriter: Haruko Tsutsui

Designers: Yoshihiro Yagi, Yo Kimura, Yuko Yokokawa

Production Company: Katachi Co., Ltd.

Press Lions: Silver

Advertiser: Canon Marketing (Thailand) Co., Ltd.

Product/Service: Canon IXUS 75 digital camera

Titles: "Cheetah", "Baseball", and "Rock Concert" (three Silver Lions)

Agency: Dentsu (Thailand) Ltd.

Executive Creative Director: Warunee Tanakijchumroon

Senior Creative Director: Nisa Mujjanlintrakool

Creative Group Head: Sirode Srimanon

Copywriter: Napapatch Kantasil

Senior Art Director: Panote Wangchaiya

Account Executive: Saharach Prayuravongse

Film Lions: Silver

Advertiser: SECOM CO., LTD.

Product/Service: SECOM HOME SECURITY

Title: "The Big Test"

Agencies: Shingata Inc./Dentsu Inc.

Creative Director: Hiroshi Sasaki

Copywriter: Yoshimitsu Sawamoto

Producers: Tamotsu Kosano, Yoshinori Kameyama

Director: Akira Nagai
Cameraman: Hiroshi Machida
Account Executive: Ryuji Sei
Production Company: Geek Pictures Inc.

Bronze

Advertiser: Morinaga & Co., Ltd.
Product/Service: Carré de chocolat
Title: “Non-blinking Woman”
Agency: Dentsu Inc.
Creative Director: Yoshihiro Sato
Copywriters: Makoto Shinohara, Tsunao Arita
Producer: Yoshihiro Matsukuma
Director: Jun Kawanishi
Cameraman: Akihiro Okabayashi
Account Executive: Jun Sugimoto
Production Company: Mothers Inc.

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