

**NEWS RELEASE****FOR IMMEDIATE RELEASE****July 1, 2008**

## **Dentsu Establishes Internal Committee for the Deliberation of Environment-Related Strategies**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has established a committee for the deliberation of environment-related strategies to further advance the environmental measures being implemented across the entire Dentsu Group.

Global environmental concerns have recently become an important issue for all companies. The Dentsu Group, as a leading company in the advertising industry, has undertaken a wide range of in-house measures to address environmental concerns (see Note 1), as well as presented its client companies and the media with a variety of plans and proposals regarding environmental communications (see Note 2). However, to further accelerate the rate at which the Group deals with environmental issues, Dentsu has decided to establish a new internal committee for the deliberation of environment-related strategies chaired by President Takashima.

The committee will coordinate the various environmental measures and business activities being undertaken at all levels of Dentsu Inc. and the Dentsu Group, and contemplate specific initiatives for the Dentsu Group to actively promote its environmental strategies.

It will also generate a range of specific measures, including in-house initiatives such as the purchase of CO<sub>2</sub> emissions rights and improving the recycle rate of waste materials, as well as pursuing various environmental communications solutions for client and media companies such as carbon offset communications planning and the formulation of guidelines for environmentally-conscious events.

### **Note 1: Major In-House Environmental Initiatives to Date**

- Eco-Communication for the Revitalization of Mt. Fuji Project (from 2005)  
The Dentsu Endowed Chair in the “Training Course in Eco-Communications for Environmental Restoration of Mt. Fuji” held a seminar aimed at grooming environmental leaders at Waseda University.
- Setting of a target for reducing the amount of CO<sub>2</sub> emissions from Dentsu offices by 13% of fiscal 2004 levels by fiscal 2009 (2005)
- Purchase of a total of 1.25 million kWh of Tradable Green Certificates (2006 to 2007)
- Holding of the World Eco-Science Network Conference (2007)  
The conference, held in conjunction with the nonprofit organization “Valid Utilization of Mt. Fuji Weather Station,” consisted of lectures and symposiums with invited guests including Dr. Russell Schnell, Director of Observatory and Global Network Operations for the U.S. National Oceanic and Atmospheric Administration (NOAA).
- Acquisition of ISO 14001 certification at Japanese offices at 53 Group companies (2008)
- Announcement of a 2008 consumer survey on environmental consciousness and action (2008)
- The Dentsu plan for reducing CO<sub>2</sub> emissions at its head office building, which received the highest rating of AA+ from the Tokyo CO<sub>2</sub> Emission Reduction Program (2008)
- Dentsu became the only company in the advertising industry to join the Japan Business Initiative for Conservation and Sustainable Use of Biodiversity (JBIB) (2008).
- Production of cloth carrying bags to reduce the use of paper bags printed with the Dentsu corporate name (2008)

### **Note 2: Major Recent Proposals concerning Environmental Communications**

- Conduct of the Green Film Project (2006 and 2007)  
Dentsu worked in cooperation with TBS Broadcasting System, Inc. to solicit corporate sponsors with a strong interest in environmental issues, and aired commercials in serial drama and talk-show formats.
- Publication of *ecotoba* (2007)  
A book, published by Shogakukan, incorporating the “Eco Japan Style” ideal that takes hints from traditional Japanese lifestyles and values to encourage environmental action.

- A carbon offset experimental television program linked to viewership at local stations (2008)

A programming plan was implemented in which local television stations offset the combined greenhouse gas emissions per person determined by the number of viewers and the length of the program.

- Carbon offset advertising in local newspapers (2008)

A carbon offset advertising program was conducted in which notices in local newspapers educated readers about reducing greenhouse gas emissions by 1 kilogram per person per day, with newspaper publishers and advertisers offsetting the greenhouse gas emissions equivalent of 1 kilogram per person per day multiplied by the newspaper's circulation.

- Adopted "eco-point" model business (2008)

The Ministry of the Environment, to reduce greenhouse gases, solicited "eco-point" model businesses in which consumers earn points when they purchase or use goods and services with low greenhouse gas emissions. Dentsu introduced eco-points for sports events, adopting a business model to encourage environmental action by consumers.

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