

NEWS RELEASE**FOR IMMEDIATE RELEASE****July 7, 2008**

Dentsu Supports the “IAA-Dentsu Global Student Poster Competition”

*-The IAA-Dentsu Global Student Poster Competition Launched in Support
of the United Nations' Action on Climate Change-*

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) will partner with the International Advertising Association (IAA-see Note; Chairman & World President: Indra Abidin; Headquarters: New York) in the IAA-Dentsu Global Student Poster Competition. Under the theme of climate change, this competition will provide advertising and marketing students around the world with a unique and vital educational opportunity. Students can participate in this competition by producing and submitting a theme-related poster.

The major objectives of this year's competition are to raise awareness of the impact of climate change, particularly among peer groups, and motivate people to take action by bringing conservation-friendly initiatives into their lives and workplaces.

The IAA will organize the competition through its global network, and this year Dentsu will provide the financial support.

The United Nations is committed to addressing the issue of climate change. “Climate change is one of the most critical global challenges of our time”, said Mr. Kiyo Akasaka, United Nations Under-Secretary-General for Communications and Public Information. “We need urgent action now. Young people are critical to making a difference. We need their energy, their creativity and their passion. I look forward to seeing the results of this important initiative”. More information about the United Nations System's work on climate change can be found at www.un.org/climatechange/.

In line with the opening today of the G8 Hokkaido Toyako Summit in Japan, the IAA will launch the IAA-Dentsu Global Students Poster Competition through its website at www.iaaglobal.org. Students can obtain information on the application and submission procedures from this website. The deadline for entries is February 1, 2009.

A jury of senior creative officers and advertising experts will first judge the regional submissions (Asia Pacific, Europe, Latin America, Middle East and Africa and US/Canada) and submit a shortlist of winners to a world judging stage. In May 2009, the world jury will then select the winning creative works and an awards ceremony will be held in June 2009.

The awarded works will be showcased in posters, postcards, books, calendars and other communications materials in exhibitions around the world.

Note: International Advertising Association (IAA)

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partnership whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org.

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