

NEWS RELEASE**FOR IMMEDIATE RELEASE****July 11, 2008**

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

—Concept for the Fourth Installment Is “Family”—

—“90-Second Story: Family Bonds” to Air from July 12—

—Special Five-Minute Director’s Cut to Air at 10:55 p.m., July 23—

Dentsu Inc. (President & COO: 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 the fourth installment in the Friendship Project, launched in March 2007, from July 12 through July 31, 2008. The project is a series of story-based collaborative infomercials. The theme of the fourth installment will be “Family Bonds” and it will be broadcast under the sponsorship of three participating companies.

The theme of the first infomercial in the series was “Friendship,” the second “Family” and the third “Husband and Wife.” The series has attracted considerable interest because it is the first time for such a collaboration between three companies.

The concept for the fourth installment is “Family Bonds.” The episode will be in a 90-second format, while a special five-minute version will be broadcast from 10:55 p.m. on July 23. Three companies from different industries (The Yomiuri Shimbun, 20th Century Fox, and Twin Ring Motegi) collaborated as the sponsors for the production of this story-based collaborative infomercial “90-Second Story: Family Bonds.”

TV TOKYO will convey a message that transcends conventional infomercials.

Outline of the Friendship Project

Name of Project:	Friendship Project
Project Sponsors:	The Yomiuri Shimbun, 20th Century Fox, and Twin Ring Motegi (in alphabetical order)
Broadcast Period:	Saturday, July 12 to Thursday, July 31, 2008
Production:	TV TOKYO Corporation, Dentsu Inc.
Planning:	TV TOKYO Corporation, Dentsu Inc.

Infomercial Title: “90-Second Story: Family Bonds”
The three sponsors from different industries— The Yomiuri Shimbun, 20th Century Fox, and Twin Ring Motegi— appear during the single 90-second story-style infomercial. The infomercial is scheduled to be broadcast 60 times during the campaign period. A special five-minute version will be broadcast from 10:55 p.m. on Wednesday, July 23.

Other Media Activities

- Posting on the TV TOKYO web site until August 31. (www.tv-tokyo.co.jp/fsp4/)
- An advertisement for the Friendship Project will appear in the July 12 evening edition and the July 23 morning edition of The Yomiuri Shimbun.

The Project Logo

Friend-Ship Project



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