

NEWS RELEASE**FOR IMMEDIATE RELEASE****August 25, 2008****Dentsu and TBS to Air Third “Green Film Project”
TV Commercial Series**< — “everyday” —*Living Each Day Together with Our Planet* — >**Depicting Environmental Problems from an Everyday Perspective with the
Cooperation of Several Sponsoring Companies from Monday, September 1.****— Parallel Site Viewing of Linked Regular Broadcast and iTunes Podcast —**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and Tokyo Broadcasting System Inc. (hereafter TBS: President: Hiroshi Inoue; Head Office: Tokyo; Capital: 5,468.5 million yen), announced today that the third year of the series “Green Film Project 2008,” entitled < “everyday” —*Living Each Day Together with Our Planet* — > will be broadcast on TBS on 10 weekdays from September 1-12, 2008. The “Green Film Project” (see Note 1) was launched in 2006 with the cooperation of several environmentally-conscious company sponsors, aiming to attract attention to environmental problems via TV commercials.

A series of drama-style TV commercials, “Rainbows in August,” which focused on global warming, environmental pollution and environmental destruction, aired in 2006, followed in 2007 by a conversational-style series of TV commercials, “Anna and the Earth,” which addressed our interaction with the earth. The 2008 series goes beyond sounding the alarm and raising awareness of environmental problems to urge individuals into action by relating the story of a week in the lives of a young man and woman, “everyday,” depicted in 45-second segments, and sending a message about the many ecological opportunities we have in our everyday lives. The “everyday” cast includes the successful young actors Ryo Kase and Yoko Maki, while Junko Morita, known for the human element of her work, joins the project as director.

Each commercial will contain its own story, and one commercial per day (a 45-second style TV commercial along with a sponsoring companies' TV commercial) will be aired on the 10 weekdays from September 1-12, 2008, as well as being viewable on the video content search portal, TV DOGATCH (<http://dogatch.jp>) and the Green Film Project original site (<http://www.greenfilm.jp>).

Parallel Site Viewing

As a special feature of this series, "parallel site viewing" will be available. All episodes from 6 onward will be uploaded as podcasts to iTunes, allowing the contents to be viewed before their TV broadcast. When Episode 1 is broadcast on television on Monday, September 1, Episode 6 will be viewable as a podcast. During the television broadcast of Episode 2 on Tuesday, September 2, Episode 7 will be viewable as a podcast, and so on. The stories of a man and a woman will be updated daily during their broadcast and available for synchronized enjoyment on two different media. We offer viewers various ways of enjoying "everyday," through not only television but also podcasts and original site streaming.

Green Film Project 2008 supports the Umi-no-Mori (Sea Forest) project.
(<http://www.uminomori.metro.tokyo.jp/>)

Note 1: The "Green Film Project"

Under the concept "Let's present a single story to confirm our sincere approach to facing environmental problems," Dentsu and TBS, with the cooperation of 10 company sponsors, the film production staff and the actors, are using this project to employ various measures centering around 10 consecutive TV commercials to spread the word to viewers to seriously consider the future of the earth and the human race.

Original Site

"everyday" will be viewable on the video content search portal, TV DOGATCH* (<http://dogatch.jp>) and the Green Film Project original site (<http://www.greenfilm.jp>). Each episode will be uploaded in order after the day of its television broadcast, starting with Episode 1.

*TV DOGATCH is a video content search portal operated by PRESENTCAST INC. This entertainment site centers on television program information and also offers exclusive cast interviews, dramas and movie specials, sports highlights, and more.

Original Site "greenfilm.jp" Top Page



Note: The original site will be available for viewing through September 30.

Contact: Yukihiro Oguchi
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail:yukihiro.oguchi@dentsu.co.jp

#####