

**NEWS RELEASE****FOR IMMEDIATE RELEASE****March 17, 2009****Dentsu and TV TOKYO  
Will Air a Fifth Infomercial  
for the Friendship Project****—“90-Second Story: The Bonds Shared by Husband and Wife” to Be Aired from March 18—**

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 a fifth story-based collaborative infomercial as part of the Friendship Project, launched in March 2007, from March 18 to March 30, 2009. The theme of this installment will be “The Bonds Shared by Husband and Wife” and will be broadcast under the sponsorship of three companies.

Thus far, the series of infomercials has dealt with themes relating to the bonds between people such as “friendship” and “family” and has attracted attention because it is the first time for such a collaboration between three sponsors.

The 90-second fifth installment of the Friendship Project will be titled “The Bonds Shared by Husband and Wife.”. The infomercial will run in conjunction with the TV TOKYO message-style campaign, “Bonds,” that commemorates the station’s 45th anniversary, further strengthening the theme of the bonds between people.

Three companies from different industries, NAVITIME JAPAN, Platinum Guild International, and the Yomiuri Shimbun, collaborated as the three sponsors for the production and broadcast of this fifth story-based infomercial entitled “90-Second Story: The Bonds Shared by Husband and Wife.”

TV TOKYO will transcend conventional infomercials to convey this project’s message.

## Outline of the Friendship Project

Name of Project: Friendship Project  
Project Sponsors: NAVITIME JAPAN, Platinum Guild International, and The Yomiuri Shimbun (in alphabetical order)  
Broadcast Period: Wednesday, March 18 to Tuesday, March 31, 2009  
Production: TV TOKYO Corporation, Dentsu Inc.  
Planning: TV TOKYO Corporation, Dentsu Inc.  
Infomercial Title: “90-Second Story—The Bonds Shared by Husband and Wife”  
The three sponsors from different industries—NAVITIME JAPAN, Platinum Guild International, and the Yomiuri Shimbun—all appear during the single 90-second story-style infomercial. The infomercial is scheduled to be broadcast 60 times during the campaign period.

## Other Media

- A special homepage will be established on the TV TOKYO homepage.  
<http://www.tv-tokyo.co.jp/kizuna2009/friendship.html>
- An advertisement for the Friendship Project will appear in the Wednesday, March 18 morning edition of The Yomiuri Shimbun.

## The Project Logo

### Friend-Ship Project



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