

NEWS RELEASE**FOR IMMEDIATE RELEASE****March 27, 2009**

Dentsu Wins Grande INNOVA Lotus, Gold Cyber Lotus and Gold Film Craft Lotus

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), picked up one Grande INNOVA* Lotus, one Gold Lotus in the Cyber category and one Gold Lotus in the Film Craft category at the 12th Asia Pacific Advertising Festival (AP AdFest 2009) held from March 19 to March 21 in Pattaya, Thailand.

This year's Grande INNOVA Lotus went to "Melody Road" created by Dentsu and Dentsu Razorfish for DUNLOP FALKEN TYRES, LTD.

In the Cyber category, Dentsu won a Gold Lotus for "UNIQLO TRY" for UNIQLO CO., LTD., and in the Film Craft category, Dentsu took home a Gold Lotus for "Music" for Honda Motor Co., Ltd.

In addition to the above awards, Dentsu received three Silver Lotuses and six Bronze Lotuses, as well as being named Interactive Agency of the Year.

AP AdFest was established in 1998 by the Asian Federation of Advertising Associations (AFAA) to focus on creative work in the Asia Pacific region, and has since built a reputation as one of the most prestigious advertising festivals in the world. This year's festival received 3,309 entries for awards in 12 categories: TV, Press & Poster, Outdoor, Direct, Cyber, Film Craft, Print Craft, Radio, 360, INNOVA (see Note 1), New Director, and Design.

*The INNOVA category recognizes innovative and inventive advertising ideas and campaigns. The Grande INNOVA Lotus is the top award in this category.

Production Credits:***Grande INNOVA Lotus***

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| Advertiser: | DUNLOP FALKEN TYRES, LTD. |
| Product/Service: | Corporate (safety awareness) |
| Agency: | Dentsu Inc. |
| Creative Directors: | Mikio Yasuda, Ryohei Manabe, Masae Miki |
| Planner: | Ryohei Manabe |
| Copywriters: | Masae Miki, Akiko Arai |
| Art Director: | Yuki Sakurai |
| Account Executive: | Tatsuya Ikeda |

Production Companies: Dentsu Razorfish, Inc., Shinoda Kogyo Co., Ltd.

Gold Cyber Lotus

Advertiser: UNIQLO CO., LTD.
Product/Service: UNIQLO BRA TOP
Agency: Dentsu Inc.
Creative Director: Hiroki Nakamura
Directors: Takeshi Kanamaru, Hiroshi Koike
Producer: Shinsaku Ogawa
Art Director: Yuta Sejima
Sound Designer: CORNELIUS
Account Executive: Osamu Kimura
Project Manager: Akiko Yamada
Production Companies: Dentsu Tec Inc., Simone Inc.

Gold Film Craft Lotus

Advertiser: Honda Motor Co., Ltd.
Product/Service: Corporate
Agency: Dentsu Inc.
Creative Directors: Yasuo Motoi, Hajime Morimoto
Planner: Munehiro Yasojima
Copywriter: Yoko Seki
Chief Producers: Hideto Katou, Satoru Idezawa
Production Company: IF WORKS Inc.

Silver Cyber Lotus

Advertiser: Sony Music Associated Records Inc.
Product/Service: CD Single "SUNAO NI NARETARA" (JUJU feat. Spontania)
Agency: Dentsu Inc.
Creative Director: Yuki Kishi
Copywriter: Yosuke Murai
Illustrator: Hirosuke Yoshimori
Account Executive: Kei Terasaki
Production Company: ROBOT Communications Inc.

Silver Film Lotus

Advertiser: TOYOTA MOTOR CORPORATION
Product/Service: TOYOTA iQ

Agency: Dentsu Inc.
Creative Directors: Takuji Nakamura, Norifumi Adachi
Planners: Akira Yao, Hiroshi Akinaga, Kazuhide Adachi
Copywriter: Hiroshi Akinaga
Chief Producers: Yoshihiro Terasawa, Masami Hirotsuka
Production Company: PICT Inc.

Silver Film Lotus

Advertiser: Yamaguchi Chiropractic
Product/Service: Yamaguchi Chiropractic
Agency: Dentsu Inc.
Creative Director: Hideaki Aritoshi
Copywriter: Hideaki Aritoshi
Art Director: Michiaki Uemura
Production Company: Aoi Advertising Promotion Inc.

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