

**NEWS RELEASE****FOR IMMEDIATE RELEASE****June 1, 2009**

## **Suntory Holdings Limited Wins Dentsu Advertising Grand Award**

*— 62nd Dentsu Advertising Award Winners Announced —*

Suntory Holdings Limited was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 62nd Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This is the first time in two years and the 19th time that Suntory Holdings Limited has garnered the Dentsu Advertising Grand Award.

The winners of the top awards at the 62nd Dentsu Advertising Awards are listed below.

**Dentsu Advertising Grand Award**      Suntory Holdings Limited

**Dentsu Advertising Awards**

Newspaper	GAKKEN CO., LTD.
Magazine	Panasonic Corporation
Poster	Suntory Holdings Limited
Radio	Panasonic Corporation
Television	Suntory Holdings Limited
Sales Promotion	Suntory Holdings Limited
Internet	UNIQLO CO., LTD.

**Best Campaign Award**      Ezaki Glico Co., Ltd.

**Campaign Award**      Toshiba Corporation

**Direct Advertising Award**      Honda Motor Co., Ltd.

**Environmental Advertising Award**      Toshiba Corporation

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, which convened at 11:30 a.m. on Friday, May 29, 2009 at the Imperial Hotel in Chiyoda Ward, Tokyo. Winners were selected in the seven categories of Newspaper Advertising, Magazine Advertising, Poster Advertising, Radio Advertising, Television Advertising, Sales Promotion, and Internet Advertising for Dentsu Advertising Awards, Dentsu Advertising Associate Awards (for two categories, Newspaper Advertising and Television Advertising), Excellence Awards and Outstanding Awards.

For outstanding work in advertising in the three regions of Nagoya, Kyushu and Hokkaido, an Area Excellence Award and Area Outstanding Award were determined.

For the Direct Advertising Award an Advertising Award, Excellence Award and Outstanding Award were also selected.

This year, in recognition of superior expression in environmentally-related corporate advertising, a new Environmental Advertising Award was created.

The winners were selected from among advertisements that ran between April 1, 2008 and March 31, 2009. A total of 2,376 entries were submitted to the Screening Committee, with 510 of these being considered during the final selection phase.

Regional screenings were conducted in the five areas of Tokyo, Osaka, Nagoya, Kyushu and Hokkaido beginning in October 2008. The works selected during this initial process were then narrowed down at a meeting of the National Final Selection Committee held in Tokyo from May 25 to 28, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 29, 2009 for determination of the final award winners. A total of 98 prizes were awarded.

The awards will be presented at the 62nd Dentsu Advertising Awards Ceremony, to be held on July 1, 2009 at the Pamir International Convention Center in the Grand Prince Hotel New Takanawa (the former New Takanawa Prince Hotel), Tokyo.

All of the award-winning advertising works will be exhibited at the Advertising Museum Tokyo in Shiodome, Tokyo from Tuesday, July 7 to Saturday, July 25 and at four Dentsu Group offices (Dentsu Inc. Kansai, Dentsu Inc. Chubu, Dentsu Hokkaido Inc. and Dentsu Kyushu Inc.) according to a schedule to be determined shortly.

<About the Dentsu Advertising Awards>

The Dentsu Advertising Awards were established in 1947 for the purpose of raising the standard of advertising planning and creativity in Japan. Awards are presented to advertisers who have contributed to progress in the advertising field by conducting superior planning and employing superior techniques in their advertising work during the previous year. The awards are referred to as the “Grand Prix” of Japan’s advertising industry, and it is said that “the history of the Dentsu Advertising Awards is the history of postwar Japanese advertising creativity.”

Selections are made by the Dentsu Advertising Awards Screening Committee, an independent nationwide organization chaired by Mr. Takashi Imai. The Screening Committee, which currently has 525 members from various regions of Japan, primarily comprises advertisers, media executives, producers and prominent members of the academic, business and cultural communities.

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