

NEWS RELEASE**FOR IMMEDIATE RELEASE****June 10, 2009**

IAA-Dentsu Global Student Poster Competition World Champion Announced

*-The IAA-Dentsu Global Student Poster Competition in Support of the
United Nations' Action on Climate Change Announced World Champion Selected from
145 Entries from 13 Countries-*

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) along with the International Advertising Association (IAA-see Note; Chairman & World President: Indra Abidin; Headquarters: New York) has, since July 2008, been supporting the IAA-Dentsu Global Student Poster Competition. 145 entries from 13 countries were received, and a World Champion, Worldwide 2nd Place, Worldwide 3rd Place, and regional winners were chosen.

The awards ceremony will be held on June 10, 2008 at the United Nations in New York. Kiyoko Akasaka, United Nations Under-Secretary-General for Communications and Public Information will present the award to the World Champion.

“Climate change is one of the most critical global challenges of our time,” said Mr. Akasaka. “We need urgent action now. Young people are critical to making a difference. We need their energy, their creativity, and their passion.”

The major objectives of this year's competition were to raise awareness and understanding of climate change for students around the world who are studying advertising and/or marketing and to give them an opportunity to improve their advertising skills.

Dentsu has been recognized for its commitment to environmental activities by being the first company in the advertising industry to receive “Eco-First Company” certification as part of the “Eco-First Program” established by the Ministry of the Environment. We have also received ISO 14001 certification. With the cooperation of the IAA we are planning various communications activities using the winning works from this competition to promote climate change awareness.

The winners are as follows:

World Champion: “Thermometer” – Matias Fernandez Garcia, Universidad Argentina de la Empresa, Buenos Aires

Worldwide 2nd Place: “Scars” – Vanja Sibalic, University of Arts, Belgrade, Serbia and Montenegro

Worldwide 3rd Place: “Brain” – Shahad Ahmed Nasib, The American University in Dubai, United Arab Emirates

Regional Winner Asia/Pacific: “Paper” – Yuki Nakamura, Kanazawa College of Art, Japan

Regional Winner Europe: “Small Trees” – Erik Erdokozi, Fine Arts University Timisoara, Romania

Regional Winner Middle East/Africa: “Penguin 2” – Salwa Nahouli, The American University in Dubai, United Arab Emirates

Regional Winner Latin America: “Planet Earth” – Bruno Panzacchi and Fatima Candel, Escuela Especializada de Comunicacion Monica Herrera, El Salvador

Regional Winner North America: “Mobile Phone” – Clarice Casamina, George Washington University, Washington, DC.

Note: International Advertising Association (IAA)

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partnership whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org.

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