

**NEWS RELEASE****FOR IMMEDIATE RELEASE****October 28, 2009**

## **Dentsu to Introduce LED Lighting in All Work Areas of Shiodome Head Office Building**

—Yearly CO<sub>2</sub> Emissions to be Reduced by Around 1,146 Tons, or 5%—

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will aim to replace fluorescent and recessed lighting in all work areas from the 6th to 43rd floors in the Shiodome Head Office Building and in the adjoining commercial facility “Caretta Shiodome” with LED lighting by the end of January 2010. LED lighting excels in energy efficiency, low CO<sub>2</sub> emissions and waste reduction. The lighting change is expected to reduce yearly CO<sub>2</sub> emissions in the Head Office Building by around 1,146 tons, or 5% (compared to 2008).

Global environmental concerns are an important issue for the Dentsu Group. As a leading company in the advertising industry, we have undertaken a wide range of in-house measures to address environmental concerns, as well as presented our clients and the media with a variety of plans and proposals regarding environmental communications.

In 2008, the Dentsu Group established the Environmental Strategy Committee chaired by President Takashima to actively promote our environmental strategies. In recognition of our approach to the environment, we received “Eco-First Company” certification as part of the “Eco-First Program” established by the Ministry of the Environment. Also, 56 Group companies in Japan have acquired ISO 14001 certification which is the international standard for environmental management systems.

In 2008, the Dentsu Group’s Shiodome Head Office Building CO<sub>2</sub> reduction plan, the Group’s office-related environmental initiative, received the highest AA+ rating from the Tokyo CO<sub>2</sub>

Emission Reduction Program, and this time the Group aims to unveil the centerpiece of the lighting section of its global warming policy by actively installing the LED lighting being encouraged by the Ministry of the Environment and the Ministry of Land, Infrastructure, Transport and Tourism. 11,226 fluorescent lights and 5,956 recessed lights, a total of 17,182 lights, are scheduled to be replaced with LED lighting by the end of January 2010 in the Shiodome Head Office Building and “Shiodome Caretta”.

Furthermore, a similar changeover is being planned at Dentsu Inc. Kansai, Dentsu Inc. Chubu and affiliated companies, and the Dentsu Group will continue its role as a leading environmental company by actively promoting environmental protection moving forward.

### **Results of Introduction of LED Lighting**

#### Cost Reduction

Reduced lighting power of 2,843,252kWh/year -10.4% (compared to 2008)

#### CO<sub>2</sub> Reduction

Reduced CO<sub>2</sub> emissions of 1,146 tons/year -5% (compared to 2008)

#### Waste Reduction

The fluorescent lights currently in use contain mercury and are collected as hazardous waste, and LED lighting does not lead to mercury pollution.

(The removed fluorescent lights will be stored and reused in parking lots and other areas.)

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