

NEWS RELEASE**FOR IMMEDIATE RELEASE****November 16, 2009**

Dentsu Supports the “2nd IAA-Dentsu Global Student Poster Competition”

*-The IAA-Dentsu Global Student Poster Competition Continues its Support
of the United Nations' Action on Biodiversity -*

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) will once again partner with the International Advertising Association (IAA-see Note; Chairman & World President: Indra Abidin; Headquarters: New York) in the 2nd IAA-Dentsu Global Student Poster Competition. This competition provides advertising and marketing undergraduate students from around the world with a unique and vital educational opportunity by allowing them to produce and submit a theme-related poster. This year the theme will be “biodiversity.”

The major objectives of this year's competition are to raise awareness of the importance of maintaining biodiversity, particularly among peer groups, and motivate people to make changes to their daily lifestyles and consumption habits in order to preserve the earth's ecosystems.

The IAA will organize the competition through its global network, and Dentsu will provide the financial support. The competition is in support of the United Nations' Action on Biodiversity.

“Biodiversity is a critical issue as animal and plant species are becoming extinct at an alarming rate,” said Mr. Kiyotaka Akasaka, United Nations Under-Secretary-General for Communications and Public Information. “The UN has designated 2010 as the Year of International Biodiversity to raise awareness of this important issue. We need urgent action now. Young people are critical to making a difference. We need their energy, their creativity and their passion. I look forward to seeing the results of this important initiative.” More information about the United Nations System's work on biodiversity and on the Year of International Biodiversity can be found at <http://www.cbd.int>

Students can obtain information on the entry procedure, judging procedure and prizes from the IAA website at www.iaaglobal.org. The deadline for entries is March 1, 2010 and the winning creative works will be selected in May 2010.

An awards ceremony will be held in June 2010 and the Global Winner will receive a trophy and a cash prize of US\$1,000 and a travel allowance of US\$3,000. The second prize will be US\$500 and the third prize will be US\$300. The awarded works will be showcased in exhibitions around the world.

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.

Contact: Corporate Communications Division
Dentsu Inc.
Telephone: (81) 3-6216-8042
www.dentsu.com

#####