

NEWS RELEASE**FOR IMMEDIATE RELEASE****March 11, 2010**

Dentsu's TV Commercial Planner Kota Tohata Named "Creator of the Year" for 2009

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Kota Tohata, a TV commercial planner/copywriter employed by the Company, has been named the 2009 Creator of the Year by the Japan Advertising Agencies Association (Chairman: Tateo Mataki).

The purpose of this annual award, which was established in 1989, is to publicly recognize the most outstanding work produced by a creator from any of the Association's member companies. This was the 21st time that the Creator of the Year award has been presented, and Tohata was chosen from among the 36 nominees selected from 25 of the member companies.

Tohata's Ezaki Glico "Almond Premio/Dear cacao" ("Glico for Adults") campaign was highly evaluated by the judging panel as follows:

"By turning a product advertisement into entertainment content, he designed a new consumer-centric environment which facilitated the transmission of information from various sources such as the traditional media, social media and word of mouth."

This was the 19th time that a Dentsu creator has won this award.

Profile of Kota Tohata

Tohata joined Dentsu Inc. in April 1999, and is 34 years old.

He works as a TV commercial planner/copywriter in the Communication Design Center.

Main Creative Works

- Client: Ezaki Glico Co., Ltd.
Name of Product/Service: "Almond Premio" and "Dear cacao" chocolate
- Client: Mitsui Sumitomo Insurance Company, Limited
Name of Product/Service: "GK" automobile insurance

- Client: Try Group Inc.
Name of Product/Service: “TRY Private Educator”
- Client: NEC Corporation
Name of Product/Service: NEC Mobile “N-06A”
- Client: Tohoku Broadcasting Co., Ltd., Sendai Television
Incorporated, Miyagi Television Broadcasting Co., Ltd. and
Higashi Nippon Broadcasting Co., Ltd.
Name of Product/Service: Joint advertising campaign by the four commercial
broadcasting companies in Miyagi Prefecture

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