

FOR IMMEDIATE RELEASE

May 31, 2010

**Suntory Holdings Limited Wins
Dentsu Advertising Grand Award**
—63rd 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 63rd Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This is the second consecutive year, and the 20th time overall, that Suntory Holdings Limited has garnered the Dentsu Advertising Grand Award.

The winners of the top awards at the 63rd Dentsu Advertising Awards are listed below.

Dentsu Advertising Grand Award	Suntory Holdings Limited
Dentsu Advertising Awards	
Newspaper	TOSHIBA CORPORATION
Magazine	Ajinomoto Co., Inc.
Poster	Japan Post Service Co., Ltd.
Radio	Suntory Holdings Limited
Television	Aderans Holdings Co., Ltd.
Sales Promotion	Suntory Holdings Limited
Internet	Domino's Pizza Japan, Inc.
Direct Advertising Award	Central Community Chest of Japan
Best Campaign Award	Shiseido Company, Limited
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 28, 2010 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.

Outstanding work in advertising in the three regions of Nagoya, Kyushu and Hokkaido was recognized through the Area Excellence Award and Area Outstanding Award.

Also announced were the winners of the Direct Advertising Award, Excellence Award and Outstanding Award in the Direct Advertising category, as well as the recipients of the Best Campaign Award, Campaign Award and Environmental Advertising Award.

The winners were selected from among advertisements that ran between April 1, 2009 and March 31, 2010. A total of 2,268 entries were submitted to the Screening Committee, with 463 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 2009. 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 24 to 27, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 28, 2010 for determination of the final award winners. A total of 92 prizes were awarded.

The awards will be presented at the 63rd Dentsu Advertising Awards Ceremony, to be held on July 1, 2010 at the Pamir International Convention Center in the Grand Prince Hotel New Takanawa, Tokyo.

All of the award-winning advertising works will be exhibited at the Advertising Museum Tokyo in Shiodome, Tokyo from Tuesday, July 6 to Sunday, July 25 and at four Dentsu Group offices

(Dentsu Inc. Kansai, Dentsu Kyushu Inc., Dentsu Inc. Chubu and Dentsu Hokkaido 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 514 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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