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2nd IAA-Dentsu Global Student Poster Competition World Champion Announced

***—Winner of the Poster Competition in Support of the United Nations' Action on
Biodiversity Selected from 527 Entries from 26 Countries—***

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) once again partnered with the International Advertising Association (IAA - see Note; Chairman & World President: Alan Rutherford; Headquarters: New York) to hold 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, and by doing so, improve their skills in advertising communications. In recognition of the critical impact of environmental issues, this year's theme was "biodiversity."

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

527 entries from 26 countries were received, and a World Champion, Worldwide 2nd Place, Worldwide 3rd Place and regional winners were chosen. The awards ceremony will be held in July 2010 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.

"Biodiversity underpins the functioning of the ecosystems on which we depend and which is vital for our well-being," said Mr. Akasaka. "We need urgent action now to conserve our biodiversity. Young people are critical to making a difference. We need their energy, their creativity, and their passion."

Dentsu has been recognized for its commitment to environmental activities by being the first company in the Japanese advertising industry to receive "Eco-First Company" certification as part of the "Eco-First Program" established by the Ministry of the Environment of Japan. The Company has also received ISO 14001 certification, and actively participates in the United Nations Global Compact. With the cooperation of the IAA, Dentsu is planning various communications activities using the winning works from this competition to promote awareness of biodiversity.

The winners are as follows:

Worldwide Champion: "Nest" - Dusan Simic - University of Arts Belgrade, Serbia

Worldwide 2nd Place: "Be reconciled with the planet" - Gabriel Andres Acero Rincon, Universidad Jorge Tadeo Lozano, Colombia

Worldwide 3rd Place: "People Power" - Tessa Collins, Edith Cowan University, Australia

Regional Winner Asia/Pacific: "Imaginative Creatures" - Tanya Thamphiruk, Assumption University, Thailand

Regional Winner Europe: "PACMAN" - Weronika Luiza Kowalska, Academy of Fine Art, Poland

Regional Winner Middle East/Africa: "The Whole Picture" - Sally Alzaza, The American University in Dubai, United Arab Emirates

Regional Winner Latin America: "Things" - Gonzalo Ponce, Universidad Argentina de la Empresa, Argentina

Regional Winner North America: "Be the Start" - Kyle Albrecht, The George Washington University, Washington DC, USA

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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