

FOR IMMEDIATE RELEASE

June 30, 2010

**Dentsu Wins Gold Lions  
in the Outdoor and Design Categories  
at the Cannes International Advertising Festival 2010**

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Dentsu Group companies were awarded a total of 16 Lions at the 57th International Advertising Festival (Cannes Lions 2010) held from June 20 to 26 in Cannes, France.

In the Outdoor Lions category, four Gold Lions went to Dentsu Latin America for "Funny Baby 1" and the other three posters in the series for L'UNIVERS DE CHOCOLAT. Dentsu received four Bronze Lions for "TOTOTALK" for TOTO LTD. and "THE ONEDER BRAIN!! Spirals", "THE ONEDER BRAIN!! Stars", and "THE ONEDER BRAIN!! Circles" posters for the ONE SHOW 2009 Exhibition for the Yoshida Hideo Memorial Foundation (Advertising Museum Tokyo).

In the Design Lions category, Dentsu won two Gold Lions for "The ONEDER BRAIN!!" posters for the ONE SHOW 2009 Exhibition for the Yoshida Hideo Memorial Foundation (Advertising Museum Tokyo) and "THUNDER NIGHT fever! Art Book" for MITSUBISHI ESTATE CO., LTD. & IDÉE CO., LTD. A Silver Lion went to Dentsu for "Cutter Art of OLFA" for OLFA Corporation. Bronze Lions in this category went to Dentsu Kansai for "Launch of episteme Skincare Range" for ROHTO Pharmaceutical Co., Ltd. and for "ASIAN WAVE – ADFEST 2009 EXHIBITION IN JAPAN" for the Yoshida Hideo Memorial Foundation (Advertising Museum Tokyo).

In the Cyber Lions category, Dentsu received a Silver Lion for "PhoneBook 'Ride! Ride!'" for Kodansha Ltd.

In the PR Lions category, Dentsu Kansai won a Silver Lion for "The Launch of Shipbuilding Hero" for Sanoyas Hishino Meisho Corporation.

In the Direct Lions category, a Bronze Lion went to Dentsu for "LURE THE OTAKU!" for KINREI

CORPORATION.

This year the festival recorded 24,242 entries from 90 countries and regions for awards in 12 categories: Film, Film Craft, Press, Outdoor, Direct, Media, Cyber, Radio, Promo, Titanium and Integrated, Design, and PR.

#### ■Production Credits

##### Outdoor Lions

###### **Gold**

Advertiser: L'UNIVERS DE CHOCOLAT

Product/Service: Chocolate with Whisky

Title: "Funny Baby 1", "Funny Baby 2", "Funny Baby 3", "Funny Baby 4"

Agency: Dentsu Latin America Propaganda Ltda.

###### **Bronze**

Advertiser: TOTO LTD.

Product/Service: Corporation

Title: "TOTOTALK"

Agency: Dentsu Inc.

###### **Bronze**

Advertiser: Yoshida Hideo Memorial Foundation (Advertising Museum Tokyo)

Product/Service: ONE SHOW 2009 Exhibition in Japan

Title: "THE ONEDER BRAIN!! Spirals", "THE ONEDER BRAIN!! Stars",  
"THE ONEDER BRAIN!! Circles"

Agency: Dentsu Inc.

##### Design Lions

###### **Gold**

Advertisers: MITSUBISHI ESTATE CO., LTD. & IDÉE CO., LTD.

Product/Service: Marunouchi Café Haiku-Reading Event

Title: "THUNDER NIGHT fever! Art Book"

Agency: Dentsu Inc. Kansai

**Gold**

Advertiser: Yoshida Hideo Memorial Foundation (Advertising Museum Tokyo)

Product/Service: ONE SHOW 2009 Exhibition in Japan

Title: "THE ONEDER BRAIN!!"

Agency: Dentsu Inc.

**Silver**

Advertiser: OLFA CORPORATION

Product/Service: OLFA Cutter

Title: "Cutter Art of OLFA"

Agency: Dentsu Inc.

**Bronze**

Advertiser: ROHTO Pharmaceutical Co., Ltd.

Product/Service: Luxury Skincare Products

Title: "Launch of episteme Skincare Range"

Agency: Dentsu Inc. Kansai

**Bronze**

Advertiser: Yoshida Hideo Memorial Foundation (Advertising Museum Tokyo)

Product/Service: ADFEST 2009 Advertising Awards

Title: "ASIAN WAVE – ADFEST 2009 EXHIBITION IN JAPAN"

Agency: Dentsu Inc. Kansai

**Cyber Lions**

**Silver**

Advertisers: Kodansha Ltd.

Product/Service: PhoneBook

Title: "PhoneBook 'Ride! Ride!'"

Agency: Dentsu Inc.

**PR Lions**

**Silver**

Advertiser: Sanoyas Hishino Meisho Corporation

Product/Service: Corporation

Title: "The Launch of Shipbuilding Hero"

Agency: Dentsu Inc. Kansai

**Direct Lions**

**Bronze**

Advertiser: KINREI CORPORATION

Product/Service: SENGOKU UDON Noodles

Title: "LURE THE OTAKU!"

Agency: Dentsu Inc.

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