

FOR IMMEDIATE RELEASE

July 30, 2010

**Dentsu Named Interactive Agency of the Year,
Wins the Grande Innova Lotus and
Best of Cyber, Design and Outdoor at ADFEST 2010**

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) was named Interactive Agency of the Year for the second consecutive year at the ADFEST 2010 Lotus Awards which took place in Tokyo from July 20 to July 23. This was the first time that ADFEST had moved its Jury session outside of Thailand in the festival's 13-year history. Dentsu also won the Grande Innova* Lotus and the Best of Cyber, Best of Design and Best of Outdoor Lotuses.

This year, Dentsu won both the Grande Innova Lotus and the Best of Cyber Lotus for "UNIQLO LUCKY SWITCH" for UNIQLO CO., LTD.

Dentsu also received the Best of Design Lotus for "Cutter Art of OLFA" for OLFA Corporation and, together with GT Inc. (GT Tokyo), won the Best of Outdoor Lotus for "Hills Post 2009" for Japan Post Service Co., Ltd.

In addition to the above awards, Dentsu and other Dentsu Group companies received two Gold Lotuses, five Silver Lotuses, seven Bronze Lotuses, and one Lotus Roots** award.

ADFEST was established in 1998 by the Asian Federation of Advertising Associations (AFAA) to focus on creative work in the Asia Pacific region, and has since built a reputation as one of the most prestigious advertising festivals in the world. This year's festival received 2,708 entries for awards in 14 categories: Cyber, Design, Direct, Film Craft, Film, New Director, Outdoor, Poster, Press, Print Craft, Radio, 360, Innova and Lotus Roots.

*The Innova category recognizes innovative and inventive advertising ideas and campaigns. The Grande Innova Lotus is the top award in this category.

**The Lotus Roots category recognizes creative work that strongly reflects the traditional cultural elements and aesthetic sense of the Asia Pacific region. The

Grande Lotus Roots is the top award, and a Lotus Roots the second best award in this category.

Grande Innova Lotus and Best of Cyber Lotus

Advertiser: UNIQLO CO., LTD.
Product/Service: UNIQLO
Title: "UNIQLO LUCKY SWITCH"
Agency: Dentsu Inc.

Best of Design Lotus

Advertiser: OLFA Corporation
Product/Service: OLFA Cutter
Title: "Cutter Art of OLFA"
Agency: Dentsu Inc.

Best of Outdoor Lotus

Advertiser: Japan Post Service Co., Ltd.
Product/Service: New Year's Cards
Title: "Hills Post 2009"
Agency: GT Inc. (GT Tokyo), Dentsu Inc.

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