

FOR IMMEDIATE RELEASE

August 26, 2010

Dentsu Announces the Establishment of the "Dentsu Design Ninja" Project Team

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the establishment of the "Dentsu Design Ninja" project team of art directors within the Creative Division of Dentsu Inc. Kansai. This team will provide client solutions that leverage the design capabilities cultivated from the unique creative style that is based on the irreverent humor and down-to-earth approach of the people of Kansai (western Japan).

Recent trends such as the boom in laid-back mascot characters, the increase in business opportunities attributable to a product's design capabilities and in-store visual merchandising have been attracting attention. Art direction and design capabilities have recently been playing increasingly important roles in the marketing and communications solutions that are proposed to clients.

Dentsu Inc. Kansai's Creative Division has produced many unique, humorous and down-to-earth commercials that always create a buzz. In the design domain also, this division has created a wide range of original characters rich in individuality, including the PON DE LION mascot for the Mister Donut chain operated by Duskin Co., Ltd.; the Puccho-kun character for UHA Mikakuto Co., Ltd.; the Panda-seal character for Oyatsu Company, Ltd.; the Shipbuilding Hero character for Sanoyas Hishino Meisho Corporation; the HachiEmon character for the Kansai Telecasting Corporation and the Old Son of a Gun character for Sun Television Co., Ltd. The division utilizes its strengths in art direction and design as drivers to expand Dentsu's presence in the communications domain.

The Dentsu Design Ninja team comprises 22 art directors who have won many awards for art direction and design work at overseas competitions including the Cannes Lions International Advertising Festival, the ADC (Art Directors Club) New York Awards, the Asia Pacific Advertising Festival and One Show.

This project team will make the most of the unique design capabilities generated in the Kansai region to provide one-stop solutions to the complex marketing and communication needs of clients in areas such as product development, advertising

communications, development of in-store displays, sales promotions and content development.

Dentsu Inc. Kansai's designs have won high international acclaim, giving credence to the view that design is the lingua franca of the world. The Dentsu Design Ninja project team looks forward to creating designs with that special Kansai touch for global clients.

Logo

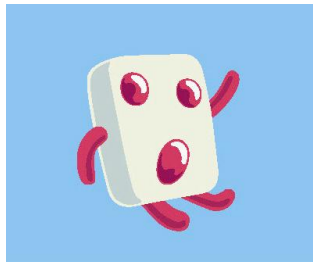


DENTSU DESIGN NINJA

Original characters



PON DE LION
Duskin/Mister Donut



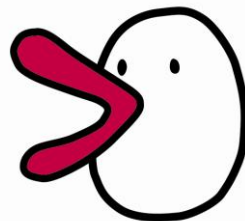
Puccho-kun
UHA Mikakuto



Panda-seal
Oyatsu Company



Shipbuilding Hero
Sanoyas Hishino Meisho



HachiEmon
Kansai Telecasting Corporation



Old Son of a Gun
Sun Television

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