

FOR IMMEDIATE RELEASE
September 28, 2010

Dentsu Wins the Grand Prix in the Digital Category at the Spikes Asia Advertising Festival 2010

Dentsu Inc. (TSE: 4324; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that in addition to winning the Digital Grand Prix, Dentsu Group companies received a total of nine Gold Spikes in four different categories at the Spikes Asia Advertising Festival 2010 held from September 19 to 21 in Singapore.

In the Digital category, Dentsu received Gold Spikes for "UNIQLO LUCKY SWITCH" and "UNIQLO COLLECTION TOKYO 2009" for UNIQLO, as well as for "PhoneBook 'POPO and MOMO Ride! Ride!'" for Kodansha Ltd. Dentsu also received the Grand Prix for "UNIQLO LUCKY SWITCH," which was selected as the best creative work out of those awarded the Gold Spike in this category.

In the Design category, Dentsu Kansai won a Gold Spike for "Launch of episteme Skincare Range" for ROHTO Pharmaceutical Co., Ltd., while Dentsu won Gold Spikes for "ASIAN WAVE – ADFEST 2009 EXHIBITION IN JAPAN" and "China High!" for the Yoshida Hideo Memorial Foundation (Advertising Museum Tokyo) as well as for "A Book That Speaks Up" for the Tokyo Copywriters Club.

In the Direct & Sales Promotion category, a Gold Spike went to Dentsu for "UNIQLO LUCKY SWITCH" for UNIQLO.

In the Media category, Dentsu Kansai won a Gold Spike for "Mirror" for The Asahi Shimbun Company.

The Dentsu team of Ai Orito and Arata Hashimoto also won the Gold Spike in the Young Spikes Media category.

The Spikes Asia Advertising Festival, a collaboration between the International Advertising

Festival (IAF) and Haymarket Media Limited, celebrates creative excellence in the Asia-Pacific region. This year the festival recorded 3,058 entries from 22 countries and regions for awards in 11 categories: TV/Cinema, Print, Outdoor, Media, Direct & Sales Promotion, Digital, Radio, Integrated, Design, TV/Cinema Craft and Print Craft.

Grand Prix, Digital Category

Advertiser: UNIQLO

Product/Service: UNIQLO

Title: "UNIQLO LUCKY SWITCH"

Agency: Dentsu Inc.

Gold Spikes

Digital Category

Advertiser: UNIQLO

Product/Service: UNIQLO

Title: "UNIQLO LUCKY SWITCH"

Agency: Dentsu Inc.

Advertiser: UNIQLO

Product/Service: UNIQLO

Title: "UNIQLO COLLECTION TOKYO 2009"

Agency: Dentsu Inc.

Advertiser: Kodansha Ltd.

Product/Service: PhoneBook

Title: "PhoneBook 'POPO and MOMO Ride! Ride!'"

Agency: Dentsu Inc.

Design Category

Advertiser: ROHTO Pharmaceutical Co., Ltd.

Product/Service: Luxury Skincare Products

Title: "Launch of episteme Skincare Range"

Agency: Dentsu Inc. Kansai

Advertiser: Yoshida Hideo Memorial Foundation (Advertising Museum Tokyo)

Product/Service: ASIAN WAVE

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

Agency: Dentsu Inc.

Advertiser: Yoshida Hideo Memorial Foundation (Advertising Museum Tokyo)

Product/Service: The 16th China International Advertising Festival Exhibit

Title: "China High!"

Agency: Dentsu Inc.

Advertiser: Tokyo Copywriters Club

Product/Service: Advertising Awards Annual 2009

Title: "A Book That Speaks Up"

Agency: Dentsu Inc.

Direct & Sales Promotion Category

Advertiser: UNIQLO

Product/Service: UNIQLO

Title: "UNIQLO LUCKY SWITCH"

Agency: Dentsu Inc.

Media Category

Advertiser: The Asahi Shimbun Company

Product/Service: Newspaper

Title: "Mirror"

Agency: Dentsu Inc. Kansai

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