

FOR IMMEDIATE RELEASE

March 23, 2011

## **Dentsu Named Advertising Agency of the Year and Wins the Best of Promo Lotus at ADFEST 2011**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) was named Advertising Agency of the Year at the ADFEST 2011 Lotus Awards which took place in Phuket, Thailand from March 17 to March 19.

This year, Dentsu won the Best of Promo Lotus for "UNIQLO LUCKY LINE" for UNIQLO CO., LTD.

In addition to the above awards, Dentsu and other Dentsu Group companies received one Gold Lotus, three Silver Lotuses, and five Bronze Lotuses.

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 2,758 entries for awards in 15 categories: Promo, Cyber, Design, Direct, Film Craft, Film, New Director, Outdoor, Poster, Press, Print Craft, Radio, 360, Innova and Lotus Roots.

### **Best of Promo Lotus**

Advertiser: UNIQLO CO., LTD.

Product/Service: UNIQLO

Title: "UNIQLO LUCKY LINE"

Agency: Dentsu Inc.

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Contact: Shusaku Kannan  
Senior Manager  
Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: [s.kannan@dentsu.co.jp](mailto:s.kannan@dentsu.co.jp)