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June 24, 2011

3rd IAA-Dentsu Global Student Poster Competition World Champion Announced

***—Winner of the Poster Competition in Support of the United Nations
Conference on Sustainable Development Selected
from 163 Entries from 12 Countries—***

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) again partnered with the International Advertising Association (IAA—see Note; Chairman & World President: Alan Rutherford; Headquarters: New York) to hold the 3rd IAA-Dentsu Global Student Poster Competition.

In recognition of the critical impact of environmental issues, this year's theme was "Sustainability," in support of the United Nations Conference on Sustainable Development which will be held in Rio de Janeiro, Brazil in May 2012. The themes of the first two competitions were Climate change (2008-2009) and Biodiversity (2009-2010). The brief asked students for ideas that connect the present with the future, maintaining continuity in the natural environment while enriching human life.

163 entries from 12 countries were received, and a World Champion, Worldwide 2nd Place, Worldwide 3rd Place and regional winners were chosen. The awards ceremony will be held on July 27, 2011 at the United Nations in New York. Kiyo Akasaka, United Nations Under-Secretary-General for Communications and Public Information, will present the award to the World Champion.

The list of winners is provided on the following page.

Worldwide Champion: "Sun Power. Use it smarter."



Andjela Grabez, Faculty of Dramatic Arts, Belgrade, Serbia

Worldwide 2nd Place: "Some things may never grow again" - Stefany Jimenez Diaz, Universidad Jorge Tadeo Lozano, Bogota, Colombia

Worldwide 3rd Place: "Rational" - Maria Margarita Cabarcas Pinzon, Universidad Jorge Tadeo Lozano, Bogota, Colombia

Regional Winner Asia/Pacific: "For Future Generations" - Mikayla Maricic, Edith Cowan University, Perth, Australia

Regional Winner Europe: "Unfolding" - Marko Jeftic, Faculty of Dramatic Arts, Belgrade, Serbia

Regional Winner Middle East/Africa: "Sustainability is Responsibility" - Mohammed Abual Qumssan, The American University in Dubai, United Arab Emirates

Regional Winner Latin America: "If I help..." - Gabriela Avilar & Javier Escobar, Escuela de Comunicacion Monica Herrera, La Libertad, El Salvador

Regional Winner North America: "Don't trash the earth" - Lily Chen, Baruch College, New York, USA

"The winning entries have done a terrific job of capturing the essence of what we hope to achieve at Rio+20, which is to show that we need to do things differently if we want to achieve a decent quality of life for all, while protecting the environment," said Kiyo Akasaka, United Nations Under-Secretary-General for Communications and Public Information.

Note: International Advertising Association (IAA)

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in

76 countries, is a one-of-a-kind global partnership whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org.

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