

FOR IMMEDIATE RELEASE

June 29, 2011

**Dentsu Wins Five Gold Lions
in the Outdoor, Cyber and Film Craft Categories
at the Cannes Lions International Festival of Creativity 2011**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Dentsu Group companies were awarded a total of 14 Lions in six categories at the 58th Cannes Lions International Festival of Creativity (Cannes Lions 2011) held from June 19 to 25 in Cannes, France.

This year the festival recorded 28,800 entries from 90 countries and regions for awards in 13 categories: Film, Film Craft, Press, Outdoor, Direct, Media, Cyber, Radio, Promo & Activation, Titanium and Integrated, Design, PR and Creative Effectiveness. All winners are listed below.

Outdoor Lions

Gold

Advertiser: Kyushu Railway Company

Product/Service: Bullet train

Title: The 250km Wave

Agency: Dentsu Inc., Dentsu Kyushu Inc.

Gold

Advertiser: Toshiba Corporation

Product/Service: LED bulbs

Title: With 10 Years of Life

Agency: Dentsu Inc.

Media Lion

Silver (Best Use of Special Events and Stunt/ Live Advertising)

Advertiser: Kyushu Railway Company

Product/Service: Bullet train

Title: The 250km Wave

Agency: Dentsu Inc., Dentsu Kyushu Inc.

Silver (Travel, Entertainment & Leisure)

Advertiser: Kyushu Railway Company

Product/Service: Bullet train

Title: The 250km Wave

Agency: Dentsu Inc., Dentsu Kyushu Inc.

Cyber Lions

Gold

Advertiser: NTT DOCOMO, INC.

Product/Service: TOUCH WOOD SH-08C

Title: Xylophone

Agency: Drill Inc., Dentsu Inc.

Gold (Clothing, Footwear & Accessories)

Advertiser: UNIQLO CO., LTD.

Product/Service: UNIQLO Special Sale

Title: UNIQLO LUCKY LINE

Agency: Dentsu Inc.

Silver (Community Applications)

Advertiser: UNIQLO CO., LTD.

Product/Service: UNIQLO Special Sale

Title: UNIQLO LUCKY LINE

Agency: Dentsu Inc.

Bronze (Viral Marketing)

Advertiser: UNIQLO CO., LTD.

Product/Service: UNIQLO Special Sale

Title: UNIQLO LUCKY LINE

Agency: Dentsu Inc.

Bronze (Viral Marketing)

Advertiser: UNIQLO CO., LTD.
Product/Service: Clothing
Title: UNIQLO LUCKY COUNTER
Agency: Dentsu Inc.

Film Craft Lion

Gold

Advertiser: NTT DOCOMO, INC.
Product/Service: TOUCH WOOD SH-08C
Title: Xylophone
Agency: Drill Inc., Dentsu Inc.

Film Lions

Silver

Advertiser: NTT DOCOMO, INC.
Product/Service: TOUCH WOOD SH-08C
Title: Xylophone
Agency: Drill Inc., Dentsu Inc.

Bronze

Advertiser: Kyushu Railway Company
Product/Service: Bullet train
Title: The 250km Wave
Agency: Dentsu Inc., Dentsu Kyushu Inc.

Bronze

Advertiser: Nihon Shurui Hanbai Co., Ltd.
Product/Service: Nicolas Feuillatte champagne
Title: Toast Men
Agency: Dentsu Inc.

PR Lion

Bronze

Advertiser: Dole Japan, Ltd.

Product/Service: Lakatan bananas

Title: Tokyo Marathon Special Banana

Agency: Dentsu Y&R Tokyo

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