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December 22, 2011

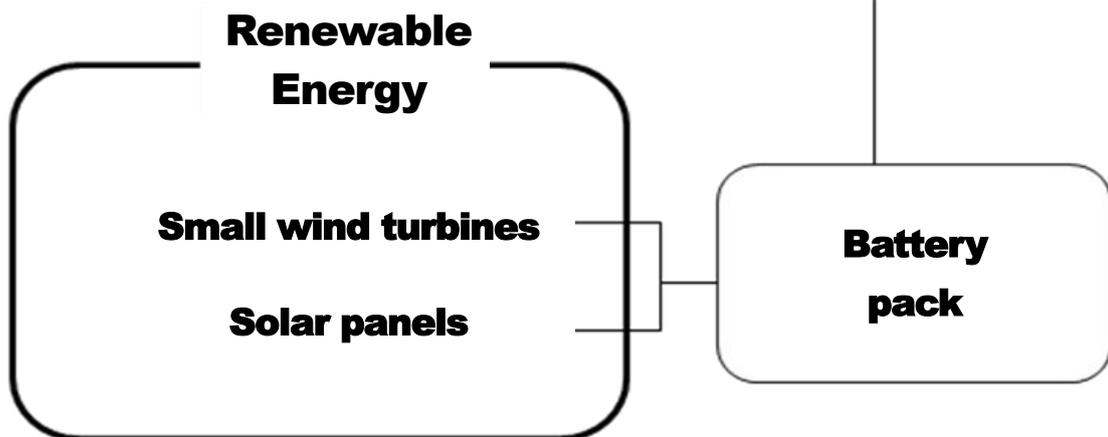
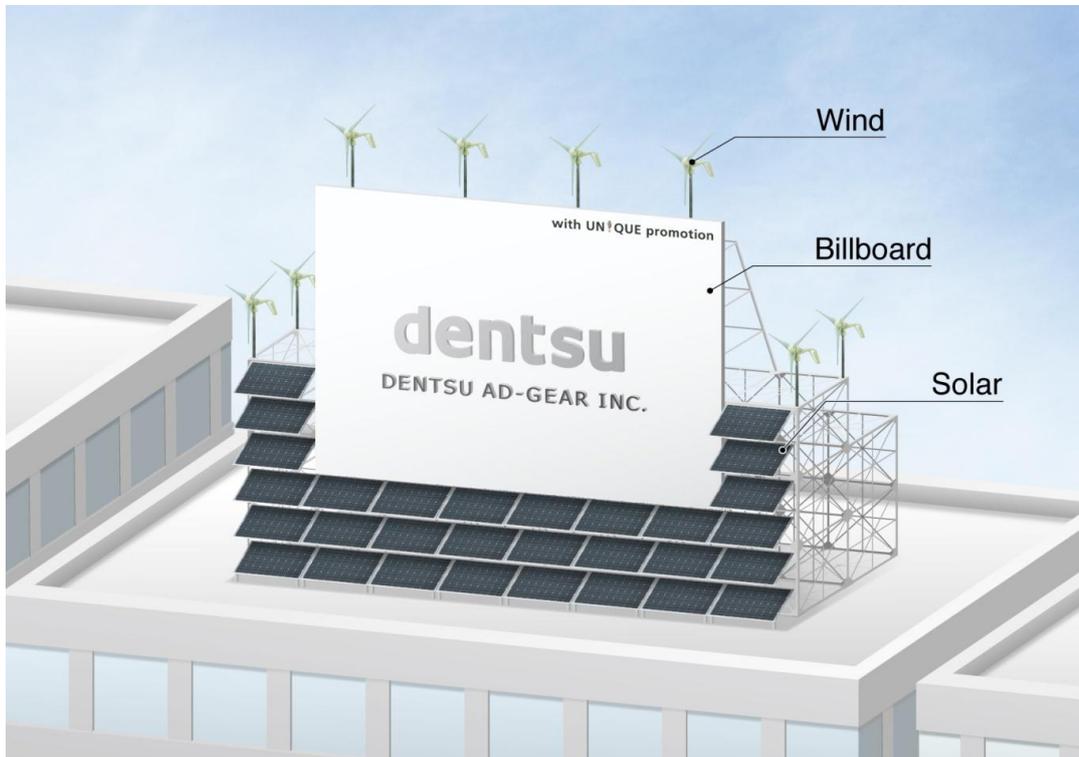
## **The Dentsu Group Announces Business Alliance with Zephyr Corporation in 100% Natural Energy Out-of-Home Signage**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) and Dentsu Ad-Gear Inc. (President: Takeshi Takahama; Head Office: Tokyo; hereinafter "Dentsu Ad-Gear") announced today that the two companies will enter into a business collaboration agreement with Zephyr Corporation (President & CEO: Tomoya Endo; Head Office: Tokyo; hereinafter "Zephyr") on January 1, 2012 to develop outdoor signage powered by 100% natural energy produced by solar panels and small wind turbines.

In the aftermath of the Great East Japan Earthquake when the people of Japan and corporations in particular were asked to conserve energy due to an insufficient electricity supply, the use of renewable energy sources gained widespread support. Advertising companies that produce out-of-home signage have recently started considering how to display advertisements while being aware of the need to save power. With this situation in mind, the Dentsu Group and Zephyr decided to combine their technical expertise in natural energy that was cultivated in their respective fields to develop signs that generate energy naturally and would therefore be less affected by the energy situation. A considerable reduction in electricity consumption and CO<sub>2</sub> emissions is expected for the various types of outdoor signs supported (pole signs, roof signs, landmark street signs, wall-mounted building signs and projecting signs). The companies are also working on the development of outdoor signs that achieve the best energy mix through the utilization of a grid-connected system in cases where the sign installation environment does not always allow sufficient natural energy to be generated.

The Dentsu Group will plan, design, market and produce the outdoor signs, and will hold the merchandising rights to those signs. Zephyr will design the power-generating system, develop the small wind turbines and solar panels, and provide the power supply system equipment.

Artist's rendering of a sign powered by solar panels and small wind turbines



**Profile of Dentsu Ad-Gear**

Company Name: Dentsu Ad-Gear Inc.  
 Location: 5th Floor, Sumitomo Fudosan Shiodome Hamarikyu Bldg.,  
 8-21-1 Ginza, Chuo-ku, Tokyo  
 Main Shareholders: Dentsu Inc.  
 Suntory Business Expert Limited  
 Date of Establishment: March 2002  
 Capital: 20 million yen  
 Representative: Takeshi Takahama (President)  
 Principal Business: Advertising agency specializing in sales promotions,  
 out-of-home (OOH) signage, television, radio, newspapers,  
 magazines and Internet media

**Profile of Zephyr**

Company Name: Zephyr Corporation  
 Location: 5th Floor, Pacific Marks Shinjuku Parkside,  
 4-15-7 Nishi-shinjuku, Shinjuku-ku, Tokyo  
 Main Shareholders: Innovation Network Corporation of Japan  
 Investor Investment ZPR B.V.  
 Neostella No. 1 Investment Limited Liability Partnership  
 and others  
 Date of Establishment: June 1997  
 Capital: 860 million yen  
 Representative: Tomoya Endo (President & CEO)  
 Principal Business: Development, manufacturing, sales (comprehensive  
 package of installation design, installation, leasing, and  
 maintenance), and consulting of wind/solar/water power  
 generation equipment  
 Import, manufacturing, sales, maintenance, and  
 consulting of batteries, inverters, and weather observation  
 equipment  
 Business operation in household, housing industry,  
 educational & research institutions, industrial, marine, and  
 mass electric power selling sectors

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