

FOR IMMEDIATE RELEASE

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Toshiba Corporation Wins Dentsu Advertising Grand Award

—65th Dentsu Advertising Award Winners Announced—

Toshiba Corporation was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 65th Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This is the third time that Toshiba has garnered the Dentsu Advertising Grand Award, with the last time being nineteen years ago.

The winners of the top awards at the 65th Dentsu Advertising Awards are listed below.

Dentsu Advertising Grand Award	Toshiba Corporation
Dentsu Advertising Awards	
Newspaper	Ajinomoto Co., Inc.
Magazine	Oji Nepia Co., Ltd.
Poster	Toshiba Corporation
Radio	Lion Corporation
Television	Toshiba Corporation
Sales Promotion	Tohoku Rokkon Festival Executive Committee
Internet	Meiji Co., Ltd.
Direct Advertising Award	Japan Press Network 47 Club
Environmental Advertising Award	NTT DOCOMO, INC.
Dentsu Advertising Awards Special Award (new award from 2012)	Toshiba Corporation

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, which convened on May 25, 2012 at the Imperial Hotel in Tokyo. Winners were selected in the seven categories of Newspaper Advertising, Magazine Advertising, Poster Advertising, Radio Advertising, Television Advertising, Sales Promotion, and Internet Advertising for the Dentsu Advertising Awards, Dentsu Advertising Associate Awards (Newspaper Advertising and Television Advertising categories only), Excellence Awards and Outstanding Awards.

Outstanding work in advertising in the three regions of Nagoya, Kyushu and Hokkaido was recognized through the Area Excellence Award and Area Outstanding Award.

Also announced were the winners of the Direct Advertising Award, Excellence Award and Outstanding Award in the Direct Advertising category, as well as the recipient of the Environmental Advertising Award.

A new award, the Dentsu Advertising Awards Special Award, was created this year in recognition of advertising that explored new possibilities and generated buzz during the past year.

The winners were selected from among advertisements that ran between April 1, 2011 and March 31, 2012. A total of 2,087 entries were submitted to the Screening Committee, with 461 of these being considered during the final selection phase.

Regional screenings were conducted in the five areas of Tokyo, Osaka, Nagoya, Kyushu and Hokkaido beginning in November 2011. The works selected during this initial process were then narrowed down at a meeting of the National Final Selection Committee held in Tokyo from May 21 to 24, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 25, 2012 for determination of the final award winners. A total of 89 prizes were awarded.

The awards will be presented at the 65th Dentsu Advertising Awards Ceremony, to be held on July 2, 2012 at the Pamir International Convention Center in the Grand Prince Hotel New Takanawa, Tokyo.

All of the award-winning advertising works will be exhibited at the Advertising Museum Tokyo in Shiodome, Tokyo from July 4–22, 2012 and at four Dentsu Group offices (Dentsu Inc.

Kansai, Dentsu Kyushu Inc., Dentsu Inc. Chubu and Dentsu Hokkaido Inc.) according to a schedule to be determined shortly.

<About the Dentsu Advertising Awards>

The Dentsu Advertising Awards were established in 1947 for the purpose of raising the standard of advertising planning and creativity in Japan. Awards are presented to advertisers who have contributed to progress in the advertising field by conducting superior planning and employing superior techniques in their advertising work during the previous year. The awards are referred to as the "Grand Prix" of Japan's advertising industry, and it is said that "the history of the Dentsu Advertising Awards is the history of postwar Japanese advertising creativity."

Selections are made by the Dentsu Advertising Awards Screening Committee, an independent nationwide organization chaired by Mr. Takashi Imai. The Screening Committee, which currently has 497 members from various regions of Japan, primarily comprises advertisers, media executives, producers and prominent members of the academic, business and cultural communities.

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