

FOR IMMEDIATE RELEASE

June 1, 2012

4th 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 127 Entries from 15 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 and World President: Alan Rutherford; Headquarters: New York) to hold the 4th IAA-Dentsu Global Student Poster Competition.

In recognition of the critical impact of environmental issues, this year's theme was "Sustainable Development" in support of the United Nations Conference on Sustainable Development which will be held in Rio de Janeiro in June. The themes of the first three competitions were Climate Change (2008–2009), Biodiversity (2009–2010) and Sustainability (2010–2011). The brief asked students to creatively communicate how through "Sustainable Development," nature, life support and communities can be sustained with the ongoing development of people, the economy and society.

127 entries from 15 countries were received, and a World Champion, Worldwide 2nd Place, Worldwide 3rd Place and regional winners were chosen. The 10-member jury included industry executives from India, Japan, the United Kingdom, Peru, Poland, Saudi Arabia and the USA as well as a representative from the United Nations. The awards ceremony will be held later this year at the United Nations in New York.

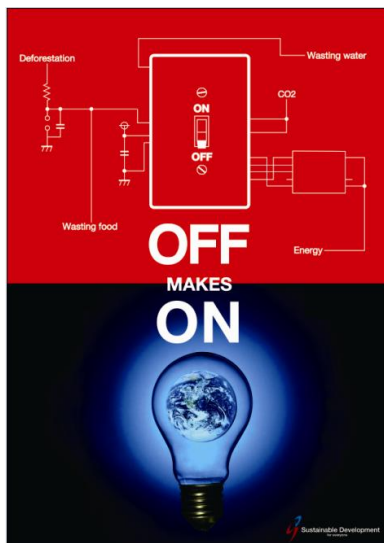
The names of the winners and the top three prize-winning images are provided on the following pages.

Worldwide Champion
"Time Never Returns"



Catherine Varela
Universidad Jorge Tadeo Lozano
Bogota, Colombia

Worldwide 2nd Place
"Off Makes On"



Takahisa Nagata
Kuwasawa Design School
Tokyo, Japan

Worldwide 3rd Place
"Let's Walk Together"



Catherine Avalos/Alejandra Bukele
Escuela de Comunicacion Monica Herrera
La Libertad, El Salvador

Regional Winner Asia/Pacific: "Don't Just Throw Away. Be Creative" – Akiko Kusuda, Sojo University, Kumamoto, Japan

Regional Winner Europe: "Problems with Big Appetite?" – Marina Brbaklic Tepavac, The Faculty of Dramatic Arts, University of Arts, Belgrade, Serbia

Regional Winner Middle East/Africa: "Deforestation" – Maryam Zainal – The American University in Dubai, United Arab Emirates

Regional Winner Latin America: "A Stable Condition" – Angelica Lizarazo Villarreal, Universidad Jorge Tadeo Lozano, Bogota, Colombia

Regional Winner North America: "Food for Thought" – Emily Barker, Syracuse University, Syracuse, USA

Note: International Advertising Association (IAA)

The International Advertising Association (IAA), headquartered in New York, is the world's only globally-focused "tripartite" advertising trade association with membership representing advertisers, agencies and the media. Established in 1938 as a not-for-profit organization, the IAA is comprised of Corporate Members, Organizational Members, Educational Affiliates, as well as 56 Chapters with individual members and young professionals from 76 countries including the top 10 economies in the world. For more information please visit www.iaaglobal.org.

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