

FOR IMMEDIATE RELEASE

June 29, 2012

Dentsu Wins One Titanium Lion and Four Gold Lions at the Cannes Lions International Festival of Creativity 2012

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 fifteen Lions (one Titanium, four Gold, five Silver and five Bronze) in seven categories at the 59th Cannes Lions International Festival of Creativity (Cannes Lions 2012) held from June 17 to 23 in Cannes, France.

This year the festival recorded 34,301 entries from eighty-seven countries and territories for awards in fifteen categories: Branded Content & Entertainment, Creative Effectiveness, Cyber, Design, Direct, Film Craft, Film, Media, Mobile, Outdoor, PR, Press, Promo & Activation, Radio, and Titanium and Integrated. All the Dentsu Group winners are listed below.

Cyber Lion

Gold

Advertiser: Honda Motor Co., Ltd.

Product/Service: INTERNAVI

Title: CONNECTING LIFELINES

Agency: Dentsu Inc.

Design Lions

Gold

Advertiser: East Japan Railway Company

Product/Service: Bullet train

Title: GET BACK, TOHOKU.

Agency: Dentsu Inc.

Gold

Advertiser: Yoshida Hideo Memorial Foundation/Advertising Museum Tokyo

Product/Service: ADFEST 2011 Exhibition

Title: The Ultra Asian

Agency: Dentsu Inc.

Gold (Consumer Products)

Advertiser: Menicon Co., Ltd.

Product/Service: Magic Menicon 1DAY Flat Pack

Title: Magic

Agencies: Dentsu Inc., Party Inc., Drill Inc.

Silver (Own Label and Private Label brands)

Advertiser: Menicon Co., Ltd.

Product/Service: Magic Menicon 1DAY Flat Pack

Title: Magic

Agencies: Dentsu Inc., Party Inc., Drill Inc.

Bronze

Advertiser: Yoshida Hideo Memorial Foundation/Advertising Museum Tokyo

Product/Service: D&AD 2011 EXHIBITION IN JAPAN

Title: DESIGN FEVER!

Agency: Dentsu Inc.

Direct Lion

Silver

Advertiser: Honda Motor Co., Ltd.

Product/Service: INTERNAVI

Title: CONNECTING LIFELINES

Agency: Dentsu Inc.

Media Lions

Silver

Advertiser: Honda Motor Co., Ltd.

Product/Service: INTERNAVI

Title: CONNECTING LIFELINES

Agency: Dentsu Inc.

Bronze

Advertiser: The Pokémon Company

Product/Service: Branding

Title: Let's Make Pikachu Kabuto

Agency: Dentsu Inc. Kansai

Bronze

Advertiser: P&G Japan

Product/Service: BRAUN ORAL-B

Title: International Airport Mouth

Agency: Beacon Communications K.K.

Press Lion

Bronze

Advertiser: L'Univers de Chocolat

Product/Service: Chocolate with Whisky

Title: Car Accident

Agency: Dentsu Latin America Propaganda Ltda. (Brazil)

Promo & Activation Lions

Silver (Best Integrated Campaign Led by Promotion and Activation)

Advertiser: Ezaki Glico Co., Ltd.

Product/Service: Fruit Gelato Ice Cream

Title: The Secret Idol

Agency: Dentsu Inc. Kansai

Silver (Food and Non-Alcoholic Drinks)

Advertiser: Ezaki Glico Co., Ltd.

Product/Service: Fruit Gelato Ice Cream

Title: The Secret Idol

Agency: Dentsu Inc. Kansai

Bronze

Advertiser: 6 Major Cities in Tohoku

Product/Service: The Tohoku Six-Soul Festival

Title: Hope from Ground Zero

Agencies: Dentsu Inc., Dentsu East Japan Inc.

Titanium and Integrated Lion

Titanium Lion

Advertiser: Honda Motor Co., Ltd.

Product/Service: INTERNAVI

Title: CONNECTING LIFELINES

Agency: Dentsu Inc.

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Contact: Shusaku Kannan

Senior Manager, Corporate Communications Division

Telephone: (813) 6216-8042

E-mail: s.kannan@dentsu.co.jp