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Dentsu Wins Two Grand Prix at the Spikes Asia Festival of Creativity 2012

Dentsu Inc. (President & CEO: Tadashi Ishii; Head Office: Tokyo) announced today that in addition to Dentsu Inc. winning two Grand Prix, Dentsu Group companies received a total of eight Gold Spikes in the Film, Digital, Promo & Activation, Design and Integrated categories at the Spikes Asia Festival of Creativity 2012 held from September 16 to 18 in Singapore.

The first Grand Prix was for "CONNECTING LIFELINES" for Honda Motor Co., Ltd. in the Digital category, and the second, in collaboration with the lead creative agency PARTY Inc., for "MAKE TV" for Sony Corporation in the Mobile category.

In the Film category, Dentsu Inc. received two Gold Spikes, one for "May Cause Drowsiness" for Japan Registry Services Co., Ltd. (JPRS) and the other for "With 10 Years of Life" for Toshiba Corporation. Dentsu also won a Gold Spike in the Digital category for "dots now" for Honda, another in the Promo & Activation category for "CONNECTING LIFELINES" for Honda, and three Gold Spikes in the Design category: two, in collaboration with PARTY, for "Magic" for Menicon Co., Ltd. and one for "dots now" for Honda.

In the Integrated category, a further Gold Spike went to Dentsu Inc. Kansai for "The Secret Idol" for EZAKI GLICO CO., LTD.

In addition to the two Grand Prix and eight Gold Spikes, Dentsu Group companies, including Taproot India, Dentsu Philippines, Dentsu Inc. Kansai, Dentsu Kyushu and Frontage (Japan), took home 14 Silver Spikes in nine categories and 18 Bronze Spikes in eleven categories.

The Dentsu team also won a Bronze Spike in the Young Spikes Agency Shoot Out Competition.

Spikes Asia Festival of Creativity

The Spikes Asia Festival of Creativity, the result of a collaboration between the Lions Festivals, organizers of Cannes Lions, Dubai Lynx and Eurobest, and Haymarket Media Limited, publisher of Campaign Asia-Pacific, celebrates creative excellence in the Asia-Pacific region. This year the festival recorded 4,860 entries from 23 countries and territories for awards in 16 categories: Film, Print, Outdoor, Radio, Digital, Direct, Promo & Activation, Media, Design, Film Craft, Print & Poster Craft, Integrated, Mobile, PR, Branded Content & Entertainment and Creative Effectiveness.

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