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Dentsu's Koichi Ito Named "Creator of the Year" for 2012

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Koichi Ito, one of Dentsu's executive creative directors, has been named the 2012 Creator of the Year by the Japan Advertising Agencies Association (Chairman: Tatsuyoshi Takashima).

The purpose of this annual award, which was established in 1989, is to publicly recognize the most outstanding work produced by a creative professional from any of the Association's member companies. This was the 24th time that the Creator of the Year award has been presented, and the 22nd time that a Dentsu creative has won this award.

Ito garnered the award for his extensive and diverse creative efforts for Honda Motor Co. Ltd.'s comprehensive corporate communications activities.

In addition to the Creator of the Year Award, for the first time in five years the JAAA announced two Special Jury Awards, one of which was presented to Kaoru Sugano of Dentsu Inc. (Creative Technologist, Global Business Division).

Profile of Koichi Ito

Ito joined Dentsu Inc. in 1982, and is 53 years old.

He works as an Executive Creative Director in the Account Management Division.

Ito said, "I feel very grateful to my colleagues who worked with me together as a team, and most of all to our client who has always placed trust in our creativity. Thank you very much."

Main Creative Works

- Client: Honda Motor Co. Ltd.
 - Corporate ad: "Losing is not an option"
 - FIT brand ads: "Brand concept: users"
 - FIT SHUTTLE brand ads: "Owners"
 - FREED brand ads: "Kyoto"

- CR-V brand ads: "Parking"
- STEP WGN brand ads: "Constellation"
- Promotional ads: "Slope"; "White horse"

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