

FOR IMMEDIATE RELEASE

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Dentsu Subsidiary Taproot Named Agency of the Year and Dentsu Group companies win 37 awards, including three Grande Lotuses, at ADFEST 2013

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Taproot India Communication Pvt. Ltd., its creative boutique in India, was named Agency of the Year at the 16th Asia Pacific Advertising Festival (ADFEST 2013) held from March 17 to 19 in Pattaya, Thailand.

Dentsu Group companies received the top award, the Grande Lotus, in the Outdoor, Design, and Lotus Roots categories, as well as five Gold Lotuses, six Silver Lotuses, twenty-two Bronze Lotuses and a Lotus Roots award.

ADFEST was established in 1998 by the Asian Federation of Advertising Associations (AFAA) to focus on creative work in the Asia Pacific region, and has since built a reputation as one of the most prestigious advertising festivals in the world. This year's festival received 3,507 entries for awards in 17 categories: Film, Press, Outdoor, Radio, Interactive, Mobile, Direct, Promo, Design, Print Craft, Film Craft, New Director, Integrated, INNOVA, Effective, Lotus Roots and Grande for Humanity.

Grande Outdoor Lotus

Advertiser: Panasonic

Product/Service: Panasonic

Title: "ECLIPSE LIVE FROM FUJIYAMA"

Agency: Dentsu Inc.

Grande Design Lotus

Advertiser: Tokyo Club

Product/Service: Haiku Exhibition in London

Title: "Catch the Moon, Catch the Blossom"

Agency: Dentsu Inc.

Grande Lotus Roots

Advertiser: Bennett, Coleman & Company

Product/Service: Mumbai Mirror
Title: "I am Mumbai"
Agency: Taproot India

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