

FOR IMMEDIATE RELEASE

May 27, 2013

Suntory Holdings Limited Wins Dentsu Advertising Grand Award

—66th Dentsu Advertising Award Winners Announced—

Suntory Holdings Limited was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 66th Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This was the first time in two years, and the 22nd time overall, that Suntory has garnered the Dentsu Advertising Grand Award.

The winners of the top awards at the 66th Dentsu Advertising Awards are listed below.

Dentsu Advertising Grand Award

Suntory Holdings Limited

Dentsu Advertising Awards

Newspaper

Nagoya University Hospital
 and 37 corporations, universities
 and medical institutions

Magazine

Ajinomoto Co., Ltd.

Poster

Suntory Holdings Limited

Radio

Sony Mobile Communications
 Japan, Inc.

Television

Otsuka Pharmaceutical Co., Ltd.

Promo & Direct

FRESHNESS, CO., LTD

Internet

KDDI CORPORATION

Dentsu Advertising Awards Special Award

Nagoya University Hospital
 and 37 corporations, universities
 and medical institutions

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, which convened at 11:30 a.m. on Friday, May 24, 2013 at the Imperial Hotel in Tokyo. Winners were selected in the seven categories of Newspaper Advertising, Magazine Advertising, Poster Advertising, Radio Advertising, Television Advertising, Promo & Direct Advertising, and Internet Advertising for the Dentsu Advertising Awards, Dentsu Advertising Associate Awards (Newspaper Advertising and Television Advertising categories only), Excellence Awards and Outstanding Awards. Also announced was the recipient of the Special Award.

Outstanding work in advertising in the three regions of Nagoya, Kyushu and Hokkaido was recognized through the Area Advertising Award and Area Advertising Associate Award.

The winners were selected from among advertisements that ran between April 1, 2012 and March 31, 2013. A total of 2,124 entries were submitted to the Screening Committee, with 436 of these being considered during the final selection phase.

Regional screenings were conducted in the five areas of Tokyo, Osaka, Nagoya, Kyushu and Hokkaido beginning in November 2012. The works selected during this initial process were then narrowed down at a meeting of the National Final Selection Committee held in Tokyo from May 20 to 23, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 24, 2013 for determination of the final award winners. A total of 86 prizes were awarded.

The awards will be presented at the 66th Dentsu Advertising Awards Ceremony, to be held on July 1, 2013 at the Pamir International Convention Center in the Grand Prince Hotel New Takanawa, Tokyo.

All of the award-winning advertising works will be exhibited at the Advertising Museum Tokyo in Shiodome, Tokyo from Thursday, July 18 to Sunday, August 4 and at four Dentsu Group offices (Dentsu Kyushu Inc., Dentsu Inc. Kansai, Dentsu Inc. Chubu and Dentsu Hokkaido Inc.) according to a schedule to be determined shortly.

<About the Dentsu Advertising Awards>

The Dentsu Advertising Awards were established in 1947 for the purpose of raising the standard of advertising planning and creativity in Japan. Awards are presented to advertisers who have contributed to progress in the advertising field by conducting superior planning and

employing superior techniques in their advertising work during the previous year. The awards are referred to as the "Grand Prix" of Japan's advertising industry, and it is said that "the history of the Dentsu Advertising Awards is the history of postwar Japanese advertising creativity."

Selections are made by the Dentsu Advertising Awards Screening Committee, an independent nationwide organization chaired by Mr. Takashi Imai. The Screening Committee, which currently has 495 members from various regions of Japan, primarily comprises advertisers, media executives, producers and prominent members of the academic, business and cultural communities.

<Changes Effective from This Year>

- The former Sales Promotion Award and Direct Advertising Award categories were combined to form the new Promo & Direct Advertising category.
- The Environmental Advertising Award was created in 2009 to raise awareness of the environment among consumers, corporations and the government. Since people are now very conscious of the environment, the award's intended purpose was deemed to have been fulfilled and it will no longer be presented.

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