

FOR IMMEDIATE RELEASE

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## **Dentsu Displays Congratulatory Message to Celebrate Listing of Mount Fuji as a UNESCO World Heritage Site**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) used its headquarters building to display a message of congratulations on three consecutive days starting June 22, the day that Mount Fuji was named a UNESCO World Heritage site at the 37th session of the World Heritage Committee of UNESCO being held from June 16 to 27 in Phnom Penh, Cambodia.

Together with the governors of Shizuoka and Yamanashi prefectures, Dentsu played a major role in the foundation in April 2005 of the National Council on Mt. Fuji World Heritage, an approved specified non-profit organization. With the support of many people in various fields, Dentsu executed a number of measures both in Japan and abroad in order to foster momentum worldwide toward the listing of Mount Fuji as a World Heritage site.

To celebrate the fact that Japan's treasure has now become a world treasure, Dentsu used a combination of open and drawn window shades in the fully lighted headquarters building to create a line drawing of Mount Fuji together with a congratulatory message in Japanese and the words "WORLD HERITAGE SITE" in English. The images were displayed from 21:00 to 23:30 JST on Saturday, June 22, and from 18:30 to 22:00 JST on Sunday, June 23. They will be displayed for a third consecutive evening, again in the 18:30 to 22:00 JST time slot, on Monday, June 24, the date of this announcement.



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