

FOR IMMEDIATE RELEASE

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## Dentsu's Tateo Mataki Named to the AFAA's Hall of Fame

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that former Dentsu Chairman Tateo Mataki, who currently serves as a Senior Corporate Advisor, was named to the Asian Federation of Advertising Associations' (AFAA<sup>1</sup>) Hall of Fame at AdAsia Vietnam 2013, the 28th Asian Advertising Congress held at the Vietnam National Convention Center in Hanoi from November 11 to 14. The Hall of Fame was established by the AFAA this year to honor advertising people in the Asia-Pacific region, and Mataki was the first inductee.

With a career at Dentsu spanning more than 50 years, Mataki was appointed President in 2002, became President & CEO in 2004, and then held the position of Chairman from 2007 to 2009. He was honored for the exemplary leadership he has shown as an advertising person over a period of many years, and for his significant contribution to the development of the advertising industry in the region.

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<sup>1</sup> The idea for an Asian Advertising Association was born in 1958 when the first Asian Advertising Conference was held in Tokyo. 20 years later, in July 1978, representatives of advertising associations of ten Asian countries in a unanimous decision agreed to set up the Asian Federation of Advertising Associations (AFAA). The AFAA currently comprises 13 countries, and the Asian Advertising Congress is held biennially. The AFAA's objectives are:

- Unify all Asian associations involved in the various aspects of advertising
- Upgrade standards, ethics and practices of advertising and to bring a more meaningful contribution from advertising activities to both regional and national socio-economic development
- Set up the necessary mechanism for Asian Advertising Congresses
- Foster self-regulation
- Devise and implement educational programs