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The Dentsu Group's 360i Named *Adweek's* 2013 Digital Agency of the Year

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that 360i¹ (Head Office: New York City, NY; Chairman & Global CEO: Bryan Wiener), a Dentsu Group digital marketing agency, has been named *Adweek's*² 2013 Digital Agency of the Year. *Adweek* is a leading U.S. advertising publication.

Awards won by 360i during 2013

January	No. 2 Ranking on Agency A-List (Advertising Age)
January	Best Agency for Social Media – Large (Shorty Awards)
April	Silver World Medal Award for "The Great American Bacon Barter" (New York Festivals)
April	Blue Award for Oreo Daily Twist (Facebook Studio Awards)
April	2X Bronze Award Winner for "The Oreo Blackout Tweet" (The CLIO Awards)
May	Global SABRE Award for Oscar Mayer (Holmes Report)
May	Best Social Media Invention for Oreo (Adweek Project Isaac Awards)
May	Agency of the Year (The Bees Awards)
June	Most Innovative Agency (Digiday Awards)
June	6X Cannes Lions Winner (Cannes Lions Awards)
June	Best in Show & Best Viral Campaign for Oreo (OMMA Awards)
September	Gold & Silver Awards for Oreo (IAB MIXX Awards)
October	Best Digital Agency (Mashie Awards) September 2013
November	Agency of the Year (OMMA Magazine)

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¹ 360i is an industry-acclaimed next-generation digital agency that advocates the integration of search engine marketing (SEM) and social marketing. For more information, please visit <http://www.360i.com/>

² *Adweek* is an authoritative U.S publication that covers the advertising, media and marketing industries. It is a leading source of advertising-related information including the latest industry news, client and advertising company trends, advertising strategies and creative work.

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