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## **The Dentsu Group's Carat Named *Advertising Age's* 2014 Media 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 the U.S. operation of the Dentsu Group's Carat, one of the world's largest media networks, has been named *Advertising Age's* 2014 Media Agency of the Year. *Advertising Age* is a leading U.S. advertising industry publication.

Carat's proprietary survey tool CCS and the collaborative framework it has established within the Dentsu Group were among the factors that led to the award decision. It is the second year in a row that Carat has been named the magazine's Media Agency of the Year.

In addition, Dentsu Group digital marketing agency 360i, headquartered in New York, is No. 3 on *Advertising Age's* 2014 Agency A-List, while digital creative agency Firstborn, also headquartered in New York, has been selected as one of the "10 Agencies to Watch in 2014."

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