

FOR IMMEDIATE RELEASE

March 12, 2014

Dentsu Executive Creative Director Takuma Takasaki Named "Creator of the Year" for 2013

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Takuma Takasaki, a Dentsu executive creative director, has been named the 2013 Creator of the Year by the Japan Advertising Agencies Association (Chairman: Tatsuyoshi Takashima).

The purpose of this annual award, which was established in 1989, is to publicly recognize the most outstanding work produced by a creative professional from any of the Association's member companies. This was the 25th time that the Creator of the Year award has been presented, and the 23rd time that a Dentsu creative has won this award.

Takasaki planned and implemented various policies in connection with Tokyo's bid for the 2020 Olympic and Paralympic Games, and he was given full responsibility for the final bid presentation including the production of the video. The judging panel evaluated his work as follows: "All of Takasaki's work, not only this historic achievement, is worthy of being referred to as being representative of Japan. He has charmed people with his creative work, which will linger in many memories." This was the second time that Takasaki has been named Creator of the Year; the first time was for 2010.

In addition to Takasaki receiving the Creator of the Year Award, Yoshihiro Yagi (concurrently assigned to Creative Planning Office 6 and the Communication Design Center at Dentsu Inc.) was named one of the six Creator of the Year medalists.

Profile of Takuma Takasaki

Takasaki joined Dentsu Inc. in April 1993, and is 44 years old.

He works as an executive creative director and TV commercial planner in the Communication Design Center.

Takasaki said, "The first time I received this award was right after the Great East Japan

Earthquake in 2011, and it gave me the strength to do what I could to the best of my ability. Now that I have received it a second time, I believe that I am being told that there is still much left for me to do. I will do my best to correctly use the energy given to me by this award."

Main Creative Works

- 2020 Bid Campaign to Raise Public Support in Japan / 2020 Olympic and Paralympic Games Bid Presentation
- Client: Avex Broadcasting & Communications Inc.
"DOCOMO D-VIDEO"
- Client: Suntory Beverage & Food Limited
"Orangina"
- Client: So-net Corporation
"NURO"
- Client: East Japan Railway Company
"Get Back, Tohoku."
- Client: Japan Racing Association
"JRA G1 Races"
- Client: Intel Corporation
"Ultrabook™"
- Client: The Asahi Shimbun Company
Digital campaign

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