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Dentsu Wins a Black Pencil and Named Most Awarded Digital Agency at the 2014 D&AD Awards¹

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it was named Most Awarded Digital Agency at the 52nd annual D&AD Awards held in London on May 22.

For its "Sound of Honda / Ayrton Senna 1989" campaign for Honda Motor Co., Ltd., Dentsu was awarded a Black Pencil and a Yellow Pencil in the Crafts for Advertising (Sound Design & Use of Music for Digital Marketing) category and a Yellow Pencil in the Digital Marketing (Innovative Use of Technology) category. Dentsu also won a further Yellow Pencil for its "The Beautiful Black List" poster for the Yoshida Hideo Memorial Foundation in the Crafts for Design (Illustration for Design) category.

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¹ D&AD, a non-profit organization headquartered in the UK, was founded in 1962 under the name British Design & Art Direction. The annual D&AD Awards are recognized worldwide as the standard for creative excellence in design and advertising.