

FOR IMMEDIATE RELEASE

June 1, 2015

Panasonic Corporation Wins Dentsu Advertising Grand Award

—68th Dentsu Advertising Award Winners Announced—

Panasonic Corporation was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 68th Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This was the 31st time that Panasonic has received the Dentsu Advertising Grand Award, but the first time since the company changed its name from Matsushita Electric Industrial Co., Ltd. to Panasonic Corporation on October 1, 2008. The last time that the company won the award was in May 2008.

The winners of the top awards at the 68th Dentsu Advertising Awards are listed below.

Dentsu Advertising Grand Award Panasonic Corporation

Dentsu Advertising Awards

Newspaper	IHI Corporation
Magazine	Suntory Holdings Limited
Radio	Panasonic Corporation
Television	POLA INC.
Outdoor	Panasonic Corporation
Digital	3M Japan Limited
Sales Promotion	Fuji Xerox Co., Ltd.

Integrated Campaign Award Kirin Beverage Company, Limited / EZAKI GLICO CO., LTD. collaboration

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, which convened on Friday, May 29, 2015 at the Imperial Hotel in Tokyo. Winners were selected in the seven categories of Newspaper Advertising, Magazine Advertising, Radio Advertising, Television Advertising, Outdoor Advertising, Digital Advertising and Sales Promotion Advertising for the Dentsu Advertising Awards, Excellence Awards and Outstanding Awards. Also announced were the joint recipients of the Integrated Campaign Award.

Outstanding work in advertising in the three regions of Nagoya, Kyushu and Hokkaido was recognized through the Area Advertising Award and Area Advertising Associate Award.

The winners were selected from among advertisements that ran between April 1, 2014 and March 31, 2015. A total of 1,467 entries were submitted to the Screening Committee, with 363 of these being considered during the final selection phase.

Regional screenings were conducted in the five areas of Tokyo, Osaka, Nagoya, Kyushu and Hokkaido beginning in April 2015. The works selected during this initial process were then narrowed down at a meeting of the National Final Selection Committee held in Tokyo from May 25 to 28, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 29, 2015 for determination of the final award winners. A total of 61 prizes were awarded.

The awards will be presented at the 68th Dentsu Advertising Awards Ceremony, to be held on July 1, 2015 at the Pamir International Convention Center in the Grand Prince Hotel New Takanawa, Tokyo.

All of the award-winning advertising works will be exhibited at the Advertising Museum Tokyo in Shiodome, Tokyo from August 6 to September 26.

About the Dentsu Advertising Awards

The Dentsu Advertising Awards were established in 1947 for the purpose of raising the standard of advertising planning and creativity in Japan. Awards are presented to advertisers who have contributed to progress in the advertising field by conducting superior planning and employing superior techniques in their advertising work during the previous year. The awards are referred to as the "Grand Prix" of Japan's advertising industry, and it is said that "the history of the Dentsu Advertising Awards is the history of postwar Japanese advertising creativity."

Selections are made by the Dentsu Advertising Awards Screening Committee, an independent nationwide organization chaired by Mr. Takashi Imai. The Screening Committee, which currently has 497 members from various regions of Japan, primarily comprises advertisers, media executives, producers and prominent members of the academic, business and cultural communities.

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