

**NEWS RELEASE****FOR IMMEDIATE RELEASE****June 2, 2003**

## **Matsushita Electric Industrial Wins Dentsu Advertising Grand Award**

*— 56th Dentsu Advertising Award Winners Announced —*

Matsushita Electric Industrial Co., Ltd. was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 56th Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This year marks the 27<sup>th</sup> time, and the third year in a row, that Matsushita Electric Industrial Co., Ltd. has garnered the Dentsu Advertising Grand Award.

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, convening at 11:30 a.m. on Friday, May 30, 2003 at the Imperial Hotel in Chiyoda Ward, Tokyo. In addition to the Dentsu Advertising Grand Award, Dentsu Advertising Awards, Dentsu Advertising Associate Awards (for two categories, Newspaper Advertising and Television Advertising), Division Awards and Excellence Awards for outstanding work were determined for six categories: Newspaper Advertising, Magazine Advertising, Poster Advertising, Radio Advertising, Television Advertising and Sales Promotion. Selections were also made for the Public Service Awards. No selection was made this year in the category of Special Award for the Year.

Area Awards were given for outstanding work in advertising in the three regions of Nagoya, Kyushu and Hokkaido.

The awards will be presented at the 56th Dentsu Advertising Awards Ceremony, to be held on July 1 at the Pamir International Convention Center in the New Takanawa Prince Hotel, in Tokyo.

The winners were selected from among advertisements that ran between April 1, 2002 and March 31, 2003. A total of 2,609 entries were submitted to the Screening Committee, with 557 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 October 2002. The works selected during this initial process were then narrowed down to a set of finalists at a meeting of the Final Selection Committee held in Tokyo from May 27 to 30, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 30 for determination of the final award winners.

Matsushita Electric Industrial Co., Ltd., which claimed the Dentsu Advertising Grand Award, was recognized for superior performance in its overall advertising activities. This was reflected in its receipt of one of the six Dentsu Advertising Awards, in the category of Magazine Advertising, two Division Awards in the category of Newspaper Advertising, and Excellence Awards for outstanding work in the categories of Television Advertising, Magazine Advertising, Newspaper Advertising and Sales Promotion.

Other companies receiving Dentsu Advertising Awards were Ajinomoto Co., Inc. for Newspaper Advertising, Suntory Limited for Poster Advertising, Dainihon Jochugiku Corp. for Radio Advertising, Minolta Co., Ltd. for Television Advertising, and Kirin Brewery Co., Ltd. and Kirin Beverage Corporation for Sales Promotion. The Dentsu Advertising Associate Awards were given to Olympus Optical Co., Ltd. in the category of Newspaper Advertising, and to Toyota Motor Corporation in the category of Television Advertising.

The winner of the Public Service Grand Award, which is chosen from among advertising works of nonprofit organizations, was the Japan Ad Council.

## 56th DENTSU ADVERTISING AWARD WINNERS

### Dentsu Advertising Grand Award

Matsushita Electric Industrial Co., Ltd.

### Dentsu Advertising Awards

Newspaper	Ajinomoto Co., Inc.
Magazine	Matsushita Electric Industrial Co., Ltd.
Poster	Suntory Limited
Radio	Dainihon Jochugiku Corp.
Television	Minolta Co., Ltd.
Sales Promotion	Kirin Brewery Co., Ltd. and Kirin Beverage Corporation

### Public Service Grand Award

The Japan Ad Council

### Special Award for the Year

No award was presented this year.

[Note: Photos of the winners of the above Awards are available.

For copies, please contact Takafumi Hotta (Tel: 81-3-6216-8042).]

All of the award-winning advertising works will be exhibited at the Advertising Museum Tokyo in Shiodome, Tokyo from July 8 to 19 and at four regional offices (Dentsu Inc. Kansai, Dentsu Inc. Chubu, Dentsu Hokkaido Inc. and Dentsu Kyushu Inc.) according to a schedule to be determined shortly.

<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, “the history of the Dentsu Advertising Awards is the history of postwar Japanese advertising creativity.”

Since 1958, selections have been made by the Dentsu Advertising Awards Screening Committee, an independent nationwide organization chaired by Mr. Takashi Imai. The Screening Committee membership, which currently has 535 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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