

NEWS RELEASE**FOR IMMEDIATE RELEASE****May 31, 2004**

Suntory Limited Wins Dentsu Advertising Grand Award

— 57th Dentsu Advertising Award Winners Announced —

Suntory Limited was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 57th Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This year marks the 17th time, following the previous win in 2000, that Suntory Limited 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 28, 2004 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.

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

The winners were selected from among advertisements that ran between April 1, 2003 and March 31, 2004. A total of 2,649 entries were submitted to the Screening Committee, with 561 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 2003. 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 25 to 27, and these were then presented at the General

Meeting of the Dentsu Advertising Awards Screening Committee on May 28 for determination of the final award winners.

Suntory Limited, which claimed the Dentsu Advertising Grand Award, was recognized for superior performance in its overall advertising activities. This was reflected in its receipt of two of the six Dentsu Advertising Awards, in the category of Poster Advertising and Television Advertising, three Division Awards in the category of Television Advertising and Radio Advertising, and four Excellence Awards for outstanding work in the categories of Newspaper Advertising, Magazine Advertising, Radio Advertising and Sales Promotion.

Other companies receiving Dentsu Advertising Awards were Matsushita Electric Industrial Co., Ltd. for Newspaper Advertising, DaimlerChrysler Japan Co., Ltd. for Magazine Advertising, Ajinomoto Co., Inc. for Radio Advertising, ASAHI SOFT DRINKS CO., Ltd. for Sales Promotion. The Dentsu Advertising Associate Awards were given to TOSHIBA CORPORATION in the category of Newspaper Advertising, and to Matsushita Electric Industrial Co., Ltd. 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.

The awards will be presented at the 57th Dentsu Advertising Awards Ceremony, to be held on July 1 at the Pamir International Convention Center in the New Takanawa Prince Hotel, in Tokyo.

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.

Contact: Takafumi Hotta
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: t.hotta@dentsu.co.jp

57th DENTSU ADVERTISING AWARD WINNERS

Dentsu Advertising Grand Award Suntory Limited

Dentsu Advertising Awards

Newspaper	Matsushita Electric Industrial Co., Ltd.
Magazine	DaimlerChrysler Japan Co., Ltd.
Poster	Suntory Limited
Radio	Ajinomoto Co., Inc.
Television	Suntory Limited
Sales Promotion	ASAHI SOFT DRINKS CO., Ltd.

Public Service Grand Award The Japan Ad Council

Special Award for the Year Suntory Limited

<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.

#####