

NEWS RELEASE**FOR IMMEDIATE RELEASE****May 31, 2005**

Matsushita Electric Industrial Co., Ltd. Wins Dentsu Advertising Grand Award

— 58th 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 58th Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This year marks the 28th time, following its previous win in 2003, that Matsushita Electric Industrial has garnered the Dentsu Advertising Grand Award. Matsushita Electric Industrial also took the Internet Advertising Award, which was newly instituted this year in recognition of the growth of Internet advertising.

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, which convened at 11:30 a.m. on Friday, May 27, 2005 at the Imperial Hotel in Chiyoda Ward, Tokyo. Winners were selected in the six categories of Newspaper Advertising, Magazine Advertising, Poster Advertising, Radio Advertising, Television Advertising and Sales Promotion for Dentsu Advertising Awards, Dentsu Advertising Associate Awards (for two categories, Newspaper Advertising and Television Advertising), Division Awards and Excellence Awards. Advertising Awards, Division Awards and Excellence Awards were determined in the newly established Internet Advertising category, and selections were also made for the Public Service Awards and the Special Award for the Year.

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, 2004 and March 31, 2005. A total of 2,981 entries were submitted to the Screening Committee, with 548 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 2004. The works selected during this initial process were then narrowed down to a set of 79 finalists at a meeting of the National Final Selection Committee held in Tokyo from May 23 to 26, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 27 for determination of the final award winners.

Matsushita Electric Industrial, 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 categories of Newspaper Advertising and Poster Advertising, as well as its receipt of the Internet Advertising Award. Matsushita Electric Industrial also took six Division Awards in the categories of Newspaper Advertising, Magazine Advertising and Television Advertising, and a further six Excellence Awards in various categories.

Other companies receiving Dentsu Advertising Awards were NISSIN FOOD PRODUCTS CO., LTD. for Magazine Advertising, RECRUIT CO., LTD. for Radio Advertising, and Suntory Limited for Television Advertising and Sales Promotion. The Dentsu Advertising Associate Awards were given to KAGOME CO., LTD in the category of Newspaper Advertising, and to NISSIN FOOD PRODUCTS 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, and Suntory Limited received the Special Award for the Year.

The awards will be presented at the 58th 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 5 to 23 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.

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58th DENTSU ADVERTISING AWARD WINNERS

Dentsu Advertising Grand Award Matsushita Electric Industrial Co., Ltd.

Dentsu Advertising Awards

Newspaper	Matsushita Electric Industrial Co., Ltd.
Magazine	NISSIN FOOD PRODUCTS CO., LTD.
Poster	Matsushita Electric Industrial Co., Ltd.
Radio	RECRUIT CO., LTD.
Television	Suntory Limited
Sales Promotion	Suntory Limited

Internet Advertising Award Matsushita Electric Industrial 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 563 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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