

NEWS RELEASE**FOR IMMEDIATE RELEASE****November 22, 2006**

Dentsu Wins Grand Prize in Interactive Media at the 2006 London International Awards

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has won the Grand Prize in the Interactive Media – Online-Advertising category at the 21st Annual London International Awards (see Note) for the HIV awareness banner ad “Her Past,” which was produced by Dentsu for the Japan Advertising Council.

In addition to its Grand Prize, Dentsu was selected as a Winner in the Education section of the Interactive Media-Websites category for “Look At Me!,” which was created for Dentsu “Creative Juku” Advertising Course, and in cooperation with Build Creativehaus Inc., as Winner in the Brochures/Catalogues-Consumer section of the Design category for “Memories of Mt. Takao and Cherry Blossoms of the Four Seasons,” which was created for Ascot Corporation.

The awards ceremony was held in London on November 6, 2006. The banner ad “Her Past” has also received several honors in international advertising awards this year including a Gold Lion at Cannes, a Gold Pencil in the One Show Interactive, and Gold at the AP AdFest.

Founded in 1985 to honor advertising media, the London International Awards are among the most prestigious advertising awards in the world. It honors creative excellence in 8 categories including Design, Integrated, Interactive Media – Online-Advertising, Interactive Media – Websites, Poster & Outdoor, Print, Radio, and Television/Cinema. This year’s contest attracted 17,139 entrants from 80 countries.

Production Credits

Advertiser: Japan Advertising Council

Product/Service: HIV Awareness

Title: “Her Past”

Creative Directors: Satoshi Nakajima, Hiroki Nakamura

Copywriter: Satoshi Nakajima

Art Directors: Hiroki Nakamura, Yusuke Kitani

For information about Grand Prizes, Winners and Finalists, please visit the London International Awards official Web site: www.liaawards.com

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