

NEWS RELEASE**FOR IMMEDIATE RELEASE****March 2, 2007**

Dentsu and TV Tokyo Launch the Friendship Project Sponsored by Fuji Kyuko, Lotte and Yomiuri Shimbun

*—“60-second Friendship Story” is a TV-commercial collaboration
aimed at highlighting the importance of friendship in society—*

Dentsu Inc. (President & CEO: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) and TV TOKYO Corporation (President: Sadahiko Sugaya; Headquarters: Tokyo; Capital: 8,910.9 million yen) announced today that they will launch a new project in Japanese television commercials called the Friendship Project. This project aims to promote the importance of friends and friendship in society through a story-based 60-second television commercial in partnership with participating sponsors. The commercial will run from March 3 to March 17, 2007, with the main theme of “Everyone hold hands together in Friendship”.

In recent years, a range of social issues have emerged in Japan due to the decline in interpersonal communication in Japanese society. School bullying and other such incidents have been reported, and the importance and role of friends and friendship is becoming increasingly recognized.

Both TV TOKYO and Dentsu were keen to promote the importance of friendship through a television commercial. That, in turn, led to the birth of the Friendship Project.

The Friendship Project is driven by the idea of helping to enhance friendship through television commercials. From this idea, the project team developed the main theme of “Everyone hold hands together in Friendship”, which became the core concept of the television commercial. Three companies from various industries, Fuji Kyuko Co., Ltd., LOTTE Co., Ltd., and The Yomiuri Shimbun, endorsed the concept of the Friendship Project and agreed to become its principal sponsors. The resulting 60-second television commercial is a story-based collaboration called “60-second Friendship Story”.

The commercial will run on TV TOKYO in the period leading up to Japan’s annual graduation season in late March. Dentsu and TV TOKYO hope the timing of the campaign will give the friendship message an even greater resonance among the viewing public.

Outline of the Friendship Project

Name of Project	Friendship Project
Project Sponsors	Fuji Kyuko Co., Ltd., LOTTE Co., Ltd., The Yomiuri Shimbun (in alphabetical order)
Broadcast Period	Saturday March 3, 2007 to Saturday March 17, 2007
Production	Dentsu Inc.
Planning	TV TOKYO Corporation, Dentsu Inc.
Commercial Title	“60-second Friendship Story” The three sponsors from different industries—Fuji Kyuko Co., Ltd., LOTTE Co., Ltd., and The Yomiuri Shimbun—all appear during a single 60-second television commercial spot. The commercial is scheduled to be broadcast a total of 60 times during the campaign period.

Other Media

- A poster publicizing the Friendship Project will be placed outside Shinjuku Studio Alta in front of Shinjuku Station, Tokyo, March 1–15.
- The commercial will be shown on the Ikebukuro I'M Vision large video screen from 8:00-22:00, March 1–17 (Cinemasunshine, 1-14-3, Higashi Ikebukuro, Toshima-ku).

The Project Logo

Friend-Ship Project



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