

**NEWS RELEASE****FOR IMMEDIATE RELEASE****April 30, 2009**

## **Dentsu Principal Advisor Yutaka Narita Receives the Grand Cordon of the Order of the Rising Sun**

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that yesterday, April 29, it was decided that Dentsu Principal Advisor Yutaka Narita, 79, (former President and previous Chairman of Dentsu), will be presented the Grand Cordon of the Order of the Rising Sun at this year's spring conferment.

The award is in recognition of his contributions to numerous areas of public administration during his many years of work in the advertising industry, including his contributions to Dentsu as its President and efforts to expand the industry as President and Chairman of the Japan Advertising Agencies Association; his further contributions to industry development and to administrative reform while serving in the important post of Vice-Chairperson of Japan's KEIZAI DOYUKAI (Japan Association of Corporate Executives); his efforts during the transition to complete terrestrial digital broadcasting as Chairperson of the Executive Board, National Council for Promoting Terrestrial Digital Broadcasting and Deputy General Manager of the Terrestrial Digital Broadcasting National Movement Headquarters; his contributions to raising the international prestige of Japan's securities exchanges as Chairman of a working group on the state of the country's exchanges; his work to stimulate tourism in Japan as Deputy Chairperson of the Strategy Committee for Tourism Nation Promotion; and his contributions to a complete reform of Japan's Prison Law as Deputy Chairman of the Correctional Administration Reform Council.

Mr. Narita, Dentsu's ninth president, was the sixth postwar president of the Company to be conferred one of the Japanese orders of merit, preceded by fourth president Hideo Yoshida (Order of the Sacred Treasure, 2nd Class), fifth president Tsuneji Hibino

(Order of the Rising Sun, 2nd Class), sixth president Yoshichika Nakahata (Order of the Sacred Treasure, 2nd Class), seventh president Hideharu Tamaru (Order of the Rising Sun, 2nd Class) and eighth president Gohei Kogure (Order of the Sacred Treasure, 1st Class). Principal Advisor Narita is the first Dentsu president to be awarded the Grand Cordon of the Order of the Rising Sun, the order's highest class.

The order will be presented by the Emperor at a ceremony held on May 8 at the Imperial Palace, with Prime Minister Taro Aso conferring the award certificate.

### **Comments from Principal Advisor Narita on Being Awarded the Medal**

“I am truly happy to receive such a great honor in being awarded the Grand Cordon of the Order of the Rising Sun. As this award is thanks to the hard work of everyone at Dentsu, I am receiving it on behalf of all of you, and would like to share my happiness with you. I am also extremely thankful to all of the many people who supported me in numerous ways throughout the years, and ask for your continued support in helping Dentsu contribute to the development of the Japanese advertising industry, economy and society as a whole.”

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