

Dentsu Public Relations Wins ‘B-to-B Campaign of the Year’ at Asia Pacific PR Awards 2010

Tokyo, November 30, 2010 – A campaign to promote Hokkaido rice from Dentsu Public Relations was voted the ‘Business-to-Business Campaign of the Year’ at the Asia Pacific PR Awards 2010.

Announced at a ceremony in Hong Kong on November 22, the award marked the second year in a row that a campaign conceived and executed by Dentsu PR has won the coveted ‘Business-to-Business Campaign of the Year’ prize.

Entitled "Upgrading Hokkaido Rice to First Class," this year’s winning campaign was undertaken on behalf of rice farmers in Japan’s northern-most island to establish the brand image of Hokkaido as a region known for producing delicious rice.

In addition to capturing the Business-to-Business category's top prize, the campaign was also recognized with a Certificate for Excellence in the *Product Brand Development* category.

The annual Asia Pacific PR Awards rate campaigns in a total of 24 categories, with judges this year assessing the merits of some 337 entries submitted from around the Asia Pacific region.

“We are truly honored to now have our work recognized as Business-to-Business Campaign of the Year at the long-running Asia Pacific PR Awards,” commented Shigeki Ishimatsu, President of Dentsu Public Relations.

In Japan, Dentsu PR’s campaign also earned the agency *the 2009 PRSJ Grand Prix* as the country’s top PR campaign. Earlier this year “Upgrading Hokkaido Rice” received the Golden World Award for Excellence in PR in the Communication Research category from the International Public Relations Association.

The Asia-Pacific PR Awards

The Asia-Pacific PR Awards 2010, organized by Campaign Asia-Pacific, recognizes the region’s leading campaigns. Winning entries are selected by a panel of judges that includes 22 experienced PR professionals from both agencies and clients. To ensure fairness, agency names are not included in the entry sheets.

A full list of award winners is posted on the Asia Pacific PR Awards site at

<http://www.prawardsasia.com/public/general/winners-winners>

Photo galleries for the Awards ceremony can be accessed from

<http://www.campaignasia.com/Gallery/239540,campaign-asia-pacific-pr-awards-2010.aspx/1>

About Campaign magazine

Media magazine was launched in 1974 to report on Asia-Pacific's emerging media and marketing industry. Since that time, *Media* has grown to be the authoritative voice of the region's media, marketing and advertising community. In October 2000, Haymarket Publishing Ltd, the UK's largest independently-owned publishing group, acquired *Media* and has subsequently invested significantly in the title. For further information about *Media*, please visit: URL: <http://www.haymarketasia.com>

About Dentsu Public Relations Inc.

Dentsu Public Relations Inc. has been Japan's largest public relations agency since its inauguration in 1961. A pioneer in the field in Japan, the company has been helping Japanese and foreign clients communicate with their critical stakeholders – namely consumers, governments, investors, employees and communities – for nearly 50 years. Providing a comprehensive range of communication services, Dentsu PR is a wholly owned subsidiary of Dentsu Inc. Dentsu PR is headquartered in Tokyo with a branch in Osaka and is ISO 14001:2004 and ISO/IEC 27001:2005 certified. For more information on Dentsu Public Relations Inc., please visit www.dentsu-pr.com

About Dentsu Inc.

Founded in 1901, Dentsu Inc. (TOKYO: 4324) has held the position of the world's top brand agency for almost 40 years. Based in Tokyo, Dentsu offers national, multinational and global clients the most comprehensive range of advertising and marketing services through its unique "Integrated Communication Design" approach. Active in the marketing of sports events on a worldwide scale, as well as the production of movies, anime and other entertainment content, the Dentsu Group has more than 6,000 clients and close to 20,000 employees worldwide. To find out more, visit www.dentsu.com or contact s.kannan@dentsu.co.jp.

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