

March 29, 2012

Yoji Shimizu  
President and Group CEO  
ASATSU-DK INC.  
Securities code: 9747

ASATSU-DK Inc. won 1 Film Lotus Gold Award, 1 Cyber Lotus Silver Award and 1 Film Craft Lotus Silver Award at the 15<sup>th</sup> ASIA PACIFIC ADVERTISING FESTIVAL (ADFEST 2012)

ASATSU-DK Inc. (ADK; head office: Chuo Ward, Tokyo; Yoji Shimizu, President & Group CEO) won seven awards at ADFEST 2012, including Film Lotus Gold, Silver and Bronze, Cyber Lotus Silver and Film Craft Lotus Silver.

## **FILM LOTUS**

GOLD (Best of Retail)

Title: Taxi  
Brand: Sunshine Sakae  
Advertiser: Kyoraku Sakae Development

SILVER (Campaign for Best of Retail)

Title: Mosquito  
Brand: Sunshine Sakae  
Advertiser: Kyoraku Sakae Development

BRONZE (Best of Retail)

Title: Mosquito  
Brand: Sunshine Sakae  
Advertiser: Kyoraku Sakae Development

## **CYBER LOTUS**

SILVER (Best Consumer Website)

Title: EXCELLENT TRACKING QUIZ SHOW!  
Brand: Domino's Pizza  
Advertiser: Domino's Pizza Japan

SILVER (Best Online Game)

Title: EXCELLENT TRACKING QUIZ SHOW!

Brand: Domino's Pizza

Advertiser: Domino's Pizza Japan

### **FILM CRAFT LOTUS**

SILVER (Campaign for Directing)

Title: Sunshine Sakae Special Winter Sale (Taxi・Mosquito)

Brand: Sunshine Sakae

Advertiser: Kyoraku Sakae Development

### **FINALISTS**

Title: ASKUL Kids Art Project- Kids Helping Kids

Brand: ASKUL

Advertiser: ASKUL Corporation

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