

**NEWS RELEASE****FOR IMMEDIATE RELEASE****February 7, 2003**

## **Dentsu to Act as Exclusive Agent for F.C. Internazionale Milano in Japan**

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: ¥58,967.1 million) announced today that it had signed an agreement concerning marketing rights with Inter-Active S.R.L., authorizing Dentsu to serve as the exclusive agent in Japan for F.C. Internazionale Milano (Inter Milan), a leading soccer club belonging to the Serie A professional soccer league in Italy. The deal with Inter-Active, the operator and a subsidiary of the club, is in force until August 30, 2006.

According to the agreement, all marketing rights owned by Inter Milan to be exercised in Japan during the designated term, except for the merchandizing rights, will be delegated to Dentsu. This allows Dentsu to launch a broad spectrum of marketing activities for the club, including exclusive sales of official sponsorship rights.

Inter Milan, which hopes to expand its marketing activities in Japan and Asia, chose Dentsu as its marketing partner in recognition of the Company's significant contribution to the success of the 2002 FIFA World Cup™.

Dentsu, which has received similar offers from other leading clubs in Europe, hopes to build and expand cooperation with Inter Milan and other outstanding European clubs to help them promote their marketing activities in Japan and Asia on a proactive basis.

**Profile of Inter Milan**

Club Name: F.C. Internazionale Milano 1908 (Inter Milan)  
Location: Milan, Italy  
Representatives: Massimo Moratti (Chairman), Rinaldo Ghelfi (CEO)  
Principal Players: Gabriel Batistuta, Hernan Jorge Crespo, Alvaro Recoba,  
Christian Vieri, Fabio Cannavaro, etc.  
League Ranking: First place (as of February 6)

**Profile of Inter-Active**

Corporate Name: Inter-Active S.R.L. (Inter-Active)  
Location: Milan, Italy  
Representatives: Massimo Moratti (Chairman), Jefferson Slack (CEO)  
Number of Employees: Approximately 20

Contact: Takafumi Hotta  
Senior Manager  
Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: t.hotta@dentsu.co.jp

#####