

**NEWS RELEASE****FOR IMMEDIATE RELEASE****August 18, 2004**

## **Dentsu Obtains Exclusive World Marketing Agent Contract from FINA, the Swimming World Governing Body**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen), announced today that it had reached an agreement with the Federation Internationale de Natation (FINA) (see Note 1) giving it exclusive worldwide marketing agent contract from 2004 through 2008.

According to the agreement, Dentsu and FINA will jointly develop new marketing strategies and programs for all FINA Championships including the 11<sup>th</sup> FINA World Championships in Montreal (CAN) 2005, and the 12<sup>th</sup> FINA World Championships in Melbourne (AUS) 2007. Dentsu will exclusively promote global marketing activities for the sponsorship and broadcasting rights to these events.

Global sales activities will be implemented with the cooperation of International Sports and Entertainment AG (iSe; Head Office: Zurich, Switzerland) (see Note 2).

Dentsu aims to take full advantage of its experience and expertise in sports marketing to further popularize swimming competitions around the world.

### **Major FINA Championships Covered by the Agreement**

11<sup>th</sup> FINA World Championships in Montreal (CAN), 2005

8<sup>th</sup> FINA World Swimming Championships (25m) in Shanghai (CHN), 2006

12<sup>th</sup> FINA World Championships in Melbourne (AUS), 2007

9<sup>th</sup> FINA World Swimming Championships (25m), 2008 (venue to be decided)

Note 1: FINA: Federation Internationale de Natation

FINA was established in 1908 and is the world governing body for all FINA championships (swimming, open water swimming, diving, synchronized swimming, water polo). The President of FINA is Mustapha Larfaoui, and its headquarters are in Lausanne, Switzerland.

Note 2: International Sports and Entertainment AG (iSe)

iSe is a sports marketing company created jointly by Dentsu and Publicis Groupe S.A., and is headquartered in Zurich, Switzerland.

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