

NEWS RELEASE**FOR IMMEDIATE RELEASE****March 9, 2005**

Dentsu Acquires Japanese Broadcasting Rights to the 2010 and 2014 FIFA World CupTM

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today it had acquired the Japanese television broadcasting rights to FIFA events from 2007 through 2014, including the 2010 and 2014 FIFA World CupsTM. The agreement was confirmed on March 8 (Swiss time) at a meeting of FIFA's Executive Committee held in Zurich, Switzerland.

The acquired rights also cover the FIFA Confederations Cup, FIFA Women's World Cup, FIFA World Youth Championship, FIFA U-20 Women's World Championship, FIFA U-17 World Championship and the FIFA Futsal World Championship.

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