

**NEWS RELEASE****FOR IMMEDIATE RELEASE****June 2, 2005**

## **Dentsu Concludes Agreement with the Union of European Football Associations (UEFA) to Act as Its Marketing Agent**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has concluded an agreement with the Union of European Football Associations (UEFA) (see Note 1), making Dentsu an official marketing agent for sponsorship rights to the Top National Team Competitions (EUROTOP) to be organized by UEFA from 2006 to 2009.

The agreement gives Dentsu exclusive rights to market sponsorship packages for UEFA's Top National Team Competitions, including UEFA EURO 2008™ (UEFA European Football Championship™; to be hosted jointly by Switzerland and Austria), to Japanese corporations. It also gives Dentsu preferential rights to market sponsorship packages to Chinese corporations, subject to UEFA's approval.

Dentsu has been closely involved with the UEFA European Football Championship™ since 1984 as UEFA's official marketing agent in Japan, and has been primarily responsible for promoting sponsorship sales. UEFA's recent selection of Dentsu as its marketing agent in Japan and China was made in recognition of Dentsu's long-term contribution to these important UEFA events. Commenting on the deal, UEFA CEO Lars-Christer Olsson, said: "The formalisation of this agreement will help UEFA achieve its commercial objectives, bringing in high-quality global sponsors to support National Team Football."

Dentsu has already secured exclusive rights to market sponsorship packages for all major FIFA (Federation Internationale de Football Association) (see Note 2) championships between 2007 and 2014 to Japanese corporations. The Company aims to make full use of

its expertise in the football business to further promote the popularity of football championships throughout the world.

The Top UEFA National Team Competitions (EUROTOP) covered by this agreement are as follows:

- (1) UEFA EURO 2008™ (UEFA European Football Championship™)
- (2) UEFA European Under-21 Championship 2006/2008
- (3) UEFA European Women's Championship 2009
- (4) UEFA European Futsal Championship 2007/2009

Note 1: UEFA (The Union of European Football Associations)

Established in 1954, UEFA is European football's governing body. Its president is Lennart Johansson, and its headquarters are located in Nyon, Switzerland.

Note 2: FIFA (Federation Internationale de Football Association)

Established in 1904, FIFA is world football's supreme governing body. Its president is Joseph S. Blatter, and its headquarters are located in Zurich, Switzerland.

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