

NEWS RELEASE**FOR IMMEDIATE RELEASE****July 7, 2005****Dentsu Entrusts iSe To Be the Exclusive Worldwide Agency of Broadcasting Rights of the FIFA Club World Championship TOYOTA Cup Japan 2005 and 2006**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced that it has entrusted its consolidated subsidiary iSe International Sports and Entertainment AG in Zurich, Switzerland to be the exclusive worldwide agency outside Japan for the sale of broadcasting rights of the FIFA Club World Championship TOYOTA Cup Japan 2005 and 2006.

Dentsu, a long standing partner of FIFA, had previously signed a contract with FIFA to be the executive event producer of the FIFA Club World Championship TOYOTA Cup. The contract gives Dentsu exclusive rights for marketing, management and execution of the above competitions, including sales of official sponsorship and broadcasting rights. iSe was chosen from among several competitors. George Taylor, CEO of iSe had the following to say above the appointment: "iSe feels honored to be entrusted by Dentsu and to broaden its involvement with FIFA on a worldwide basis."

iSe was jointly formed by Dentsu and Publicis Groupe S.A. in March 2003 and is an international sports marketing company. Under a partnership with FIFA, iSe is to separately conduct the sales and management of the FIFA Commercial Hospitality Programme for the 2006 FIFA World Cup in Germany, on an exclusive basis.

FIFA Club World Championship TOYOTA Cup competition profile

The FIFA Club World Championship TOYOTA Cup, expanding the original TOYOTA European/South American Cup, is a newly introduced annual FIFA competition played among the club champions from six confederations. The FIFA Club World Championship TOYOTA Cup will be held in Japan in 2005 and 2006, and the first competition is scheduled from 11 through 18 December, 2005 in three venues; Tokyo, Toyota and Yokohama.

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