

NEWS RELEASE**FOR IMMEDIATE RELEASE****September 20, 2006**

Dentsu Acquires Naming Rights to Shibuya Kokaido Public Hall

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has acquired the naming rights to Shibuya Kokaido Public Hall (1-1, Udagawacho, Shibuya-ku, Tokyo) (see Note 1) from Shibuya Ward (Ward Mayor: Toshitake Kuwahara). At the same time, SUNTORY LIMITED (President: Nobutada Saji; Headquarters: Osaka; Capital: 30,000.0 million yen), Dentsu and Shibuya Ward announced that they have agreed to rename Shibuya Kokaido Public Hall as “Shibuya C. C. Lemon Hall” as of October 1, 2006.

The Shibuya Ward government decided to adopt a naming rights system for Shibuya Kokaido Public Hall with the aim of contributing to the promotion of Shibuya as a major center for arts and culture. It called for applications from potential naming sponsors from June 20 to July 10, 2006.

Shibuya Kokaido Public Hall has played a symbolic role in Shibuya’s rise to become one of Tokyo’s most important entertainment and culture clusters. This is the first time such a prominent live music venue in Tokyo has adopted a naming rights system, and having considered the level of exposure of the naming would be significant, Dentsu submitted its successful bid for naming rights on this occasion.

Dentsu foresees the introduction of naming rights systems at a wide variety of public facilities in Japan over the next few years, and plans to play an active role in the acquisition of such naming rights.

Note 1: Shibuya Kokaido Public Hall

Originally built as one of the competition venues for the Tokyo 1964 Olympic Games, Shibuya Kokaido Public Hall officially began operations in 1965. As well as hosting a wide array of artists and performing arts genres, the Hall has supported a diverse range of cultural activities. In July 2005, the Hall was temporarily closed for a major refurbishment, and will reopen on October 1, 2006.

Outline of Naming rights Agreement

Name of Facility: Shibuya Kokaido Public Hall
Location: 1-1, Udagawacho, Shibuya-ku, Tokyo
New Name: Shibuya C. C. Lemon Hall
Period of Agreement: October 1, 2006 to September 30, 2011



Artist's impression of the exterior of the refurbished Shibuya C. C. Lemon Hall

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