

**NEWS RELEASE****FOR IMMEDIATE RELEASE****September 28, 2006**

## **Dentsu Concludes Exclusive Marketing Agreement with Japan Rugby Football Union (JRFU)**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has concluded an exclusive marketing agreement with the Japan Rugby Football Union (JRFU) (Headquarters: Minato-ku, Tokyo; President: Yoshiro Mori) from 2006 to 2010 that covers the various marketing rights (sponsorship of tournaments, broadcasting, use of portraits and images, merchandising, etc.) held by the JRFU.

Dentsu previously handled a portion of the marketing duties for the JRFU. Conclusion of this agreement places Dentsu in an overall partnership with regard to the JRFU's marketing activities. Dentsu will fully utilize its expertise developed through sports marketing to augment the marketing value of rugby football and to support various enterprises in promoting the growth and popularity of the sport and in reinforcing the Japan National rugby team.

JRFU-sponsored tournaments and matches covered by this agreement are as follows:

- (1) Japan National rugby team matches (Tournaments matching the Japan National team against other national teams, Qualifiers, and the like.)
- (2) Japan Rugby Top League (Domestic league launched in the 2003–2004 season, with top 14 corporate teams. The playoff tournament, called the Microsoft Cup, is held with the top four teams from the first round.)
- (3) University Rugby Football Championship (The winner of the tournament becomes Japan's top university rugby team.)
- (4) Japan Rugby Football Championship (Both university and semiprofessional teams compete in their bids to become the top rugby squad of the year.)

Contact: Yukihiro Oguchi  
Senior Manager  
Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: [yukihiro.oguchi@dentsu.co.jp](mailto:yukihiro.oguchi@dentsu.co.jp)