

**NEWS RELEASE****FOR IMMEDIATE RELEASE****October 16, 2006**

## **Dentsu and Infront Sports & Media Launch Joint Venture “Football Media Services”**

Dentsu (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that the joint venture between Dentsu and Infront Sports & Media AG (President & CEO: Philippe Blatter; Head Office: Zug, Switzerland), established to handle the distribution of Asian broadcast rights to the 2010 and 2014 FIFA World Cups™ and all FIFA Events between 2007 and 2014, has officially been launched.

The new company, called Football Media Services Pte. Ltd. (FMS), is a result of FIFA's awarding of the Asian rights to the Dentsu and Infront joint venture earlier this year.

FMS has its headquarters in Singapore and will handle the marketing of all television, radio, broadband internet and mobile broadcasting rights to the 2007-2014 FIFA events including the 2010 and 2014 FIFA World Cups™ in key Asian territories.

The company is staffed by a team drawn from Dentsu and Infront, both with long experience in marketing the FIFA World Cups over many years. It is headed by Michael Francombe, formerly an Executive Director with Infront in Switzerland.

FMS has already been active in the sale of FIFA events in Asia and will shortly announce a substantial new contract for a major Asian territory setting a new benchmark in the region and covering broadcast rights for all 2007-2014 FIFA events.

Philippe Blatter, President & CEO of Infront, commented: “We are excited about our partnership with Dentsu. Our joint know-how provides a strong foundation to meet the expectations for successful distribution of the Asian broadcast rights. The results of FMS's early initial negotiations in some of the major territories in Asia are already showing great promise.”

Tomoharu Tsuruda, Executive Officer of Dentsu, said: “We have known and worked with the Infront team over many years, both as partners and friendly rivals. We have much respect for their abilities and believe that this joint-venture will deliver the best possible results for FIFA.”

### **Outline of Football Media Services**

Company name	Football Media Services Pte. Ltd.
Location	Singapore
Chairman of the Board	Tomoharu Tsuruda
Managing Director	Michael Francombe
Capital	2 million US dollars
Shareholding Ratio	Dentsu Inc. 50%, Infront Sports & Media AG 50%

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