

NEWS RELEASE**FOR IMMEDIATE RELEASE****October 30, 2006**

Dentsu Concludes Agreement to Become Exclusive Sales Agent in Japan and Asia for Broadcasting Rights Covering Major Serie A Football Clubs

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1million yen) announced today that it has concluded an agreement with Media Partners & Silva Limited (Headquarters: Dublin, Ireland; President: Riccardo Silva) for the co-distribution of a package of Italian Serie A (see Note 1) broadcasting rights in Japan and Asia. The rights comprise the home matches of major Italian clubs including the top-tiers AC Milan, Internazionale, AS Roma, Lazio, Fiorentina, Torino, Messina, Catania and others.

Under this partnership agreement Dentsu becomes the exclusive sales agent in Japan and Asia for the live and delayed broadcasting rights, which include terrestrial television, satellite television, cable TV, IP TV, mobile phone and Internet broadcasting. The agreement covers three Serie A seasons, commencing with the 2007-2008 season and extending through the 2008-2009 and 2009-2010 seasons. The territory covered by this exclusive agreement with Dentsu includes Japan and all of Asia, excluding Indonesia and the Middle East.

Media Partners & Silva is a leading international sports marketing agency, which handles the broadcasting rights outside of Italy for the Italian top football league, Serie A. Any broadcasting rights subsequently acquired by Media Partners & Silva for additional Serie A clubs will also be included within the agreement. The Serie A rights will be marketed jointly by Dentsu and Media Partners & Silva, whose Asian activity is conducted by Italian rights expert Andrea Radrizzani.

In the past, Dentsu has established a track record as a broadcasting rights sales agent for the UEFA EURO 2004™ tournament held in Portugal; however, this agreement marks the first occasion on which Dentsu will act as Asian sales agent for the broadcasting rights of an

annual overseas soccer league. Dentsu intends to further build its broadcasting rights sales business in Asia and other overseas international markets.

The partnership between Dentsu and Media Partners & Silva aims to support the brand of Serie A teams in the region covered through other marketing activities such as AC Milan Channel TV distribution, events organization and sponsorship.

Note 1: Serie A

Serie A is Italy's top division football league. The season usually commences in late August and concludes in June of the following year. Each season comprises 380 matches, with clubs changing from year to year through a promotion and relegation system.

Profile of Media Partners & Silva

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