

NEWS RELEASE**FOR IMMEDIATE RELEASE****December 15, 2006**

Dentsu and the Olympic Council of Asia Announce Agreement on the Continuation of the Exclusive Marketing and Broadcasting Rights for the Asian Games in 2010 and 2014

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) and the Olympic Council of Asia (OCA; see Note 1) announced today that continuing on from the 15th Asian Games in Doha, Qatar, which are currently in the closing stages (see Note 2), they have reached an agreement under which Dentsu will maintain its position as the exclusive worldwide marketing and broadcasting rights agent for the 16th Asian Games in 2010 in Guangzhou, China, and the 17th Asian Games in 2014 (see Note 3).

Dentsu is the sole marketing and broadcasting rights agent for the 15th Asian Games in Doha, Qatar, which has attracted extensive television coverage. Total broadcast time for the event will exceed 3,000 hours around the world, and the cumulative television audience is expected to be 5.1 billion people. OCA has praised Dentsu's work for the event as "the best marketing the Asian Games has ever had."

Dentsu plans to begin marketing activities for the 16th Asian Games in 2010 in Guangzhou, China, and the 17th Asian Games in 2014 as soon as the current Asian Games have concluded.

Note 1: The Olympic Council of Asia (OCA): The OCA is the governing body of the Asian Games and encompasses all 45 National Olympic Committees of Asia. The President of the OCA is His Royal Highness Sheikh Ahmad Al-Fahad Al-Sabah, and its headquarters is located in Kuwait.

Note 2: 15th Asian Games in Doha 2006: The Asian Games is the largest combined sports event in Asia and takes place every four years alternating with the Olympic Games. Over

15,000 athletes and officials representing 45 Asian countries and regions have been participating in the Games in Doha, Qatar. The games have been organized and run by the Doha Asian Games Organising Committee (DAGOC).

Note 3: 17th Asian Games 2014: Two cities are bidding to host the 17th Asian Games 2014, New Delhi, India, and Incheon, South Korea. The host city is due to be selected at the General Assembly of the OCA in 2008.

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

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