

**NEWS RELEASE****FOR IMMEDIATE RELEASE****August 27, 2007**

## **Dentsu Acquires Exclusive Global Marketing and Media Rights for IAAF World Athletic Series from 2010 to 2019 Including the World Championships in Athletics**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and the International Association of Athletics Federations (IAAF; see Note 1) announced today that Dentsu has acquired exclusive global marketing and media rights (media rights outside of Europe and Sub-Sahara Africa) for the IAAF Athletic Series from 2010 through 2019. Dentsu previously acquired these rights from 2001 through 2009, and the IAAF has renewed this arrangement in appreciation of Dentsu's activities to date. The rights cover fifty-eight IAAF events as part of the IAAF World Athletic Series, including the World Championships in Athletics (see Note 2).

Dentsu will globally promote the marketing and media rights to the IAAF World Championships in Athletics and other IAAF World Athletic Series events continuing on from 2010 in collaboration with Dentsu Sports Europe in London, which was established last week on August 23.

Dentsu and the IAAF will continue to jointly develop new marketing programs with the objective of increasing the popularity of track and field and its events throughout the world.

Note 1: The International Association of Athletics Federations (IAAF) is the worldwide governing body for athletics (track and field). The IAAF was founded in 1912, and has its headquarters in Monaco. The IAAF's current president is Lamine Diack from Senegal.

Note 2: The IAAF World Championships in Athletics are held every two years (in the years before and after the Summer Olympic Games). The 2007 Championships, which are presently underway, are the 11th IAAF World Championships in Athletics in Osaka, Japan. The 12th Championships are scheduled to take place in Berlin, Germany in 2009; the 13<sup>th</sup> Championships are scheduled to take place in Daegu, Korea in 2011; and the 14<sup>th</sup> Championships are scheduled to take place in Moscow, Russia, in 2013. Locations for

the subsequent World Championships have not yet been determined.

Reference: Fifty-eight IAAF events for which rights were granted under this agreement (dates in parentheses indicate the planned years of the events):

IAAF World Championships in Athletics (2011, 2013, 2015, 2017, 2019)

IAAF World Indoor Championships (2010, 2012, 2014, 2016, 2018)

IAAF World Cup in Athletics (2010, 2014, 2018)

IAAF World Junior Championships (2010, 2012, 2014, 2016, 2018)

IAAF World Youth Championships (2011, 2013, 2015, 2017, 2019)

IAAF World Athletics Final (every year)

IAAF World Cross Country Championships (every year)

IAAF World Road Running Championships (every year)

IAAF World Race Walking Cup (2010, 2012, 2014, 2016, 2018)

Contact: Yukihiro Oguchi

Senior Manager

Corporate Communications Division

Telephone: (813) 6216-8042

E-mail: yukihiro.oguchi@dentsu.co.jp

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