

NEWS RELEASE**FOR IMMEDIATE RELEASE****January 24, 2008**

**Dentsu to Acquire Stake in MATCH Hospitality,
Holder of Exclusive Hospitality Rights
to the 2010 FIFA World Cup™ and the 2014 FIFA
World Cup™**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has reached a basic agreement to acquire 25% of the shares of MATCH Hospitality AG (Chairman: Jaime Byrom; Head Office: Switzerland) from its parent company Byrom Holdings PLC (Head Office: United Kingdom). MATCH Hospitality holds exclusive worldwide rights to market hospitality packages (see Note) and operate hospitality programmes at five major FIFA events: the 2010 FIFA World Cup™, the 2014 FIFA World Cup™, the FIFA Confederations Cup 2009 and the FIFA Confederations Cup 2013, and the FIFA Women's World Cup 2011.

As a result of this investment, Dentsu will acquire two seats on the Board of Directors of MATCH Hospitality. This move will also allow Dentsu to continue its involvement in the hospitality business at FIFA events, following its participation in the 2002 FIFA World Cup Korea/Japan™, and the 2006 FIFA World Cup Germany™. The Dentsu Group will provide global marketing support for hospitality programmes at the five major FIFA events mentioned above, including the 2010 FIFA World Cup South Africa™ and the 2014 FIFA World Cup Brazil™.

Dentsu has already obtained the exclusive broadcasting rights for all major FIFA events from 2007 through 2014, including the FIFA World Cup™ in Japan, and regarding such rights in Asia, has obtained them via Football Media Services Pte. Ltd. (Head Office: Singapore), which is a joint venture between Infront Sports & Media AG (Head Office: Switzerland). Furthermore, Dentsu has been appointed by FIFA as an exclusive agent to handle marketing rights for the period from 2007 through 2014 for Japanese corporations.

Infront Sports & Media previously announced the acquisition of a minority stake in MATCH Hospitality. As a result, Byrom Holdings, Dentsu, and Infront Sports & Media, who all have a long standing and proven experience working with FIFA, will become shareholders of MATCH Hospitality AG giving the company a very strong management stature.

Note: The hospitality packages include on-site hospitality services, catering, gifts and match tickets for the aforementioned five major FIFA events and are mainly marketed towards corporate clients.

Overview of the Five Major Events

- (1) 2010 FIFA World Cup South Africa™
Host country: South Africa
Date: June 11 to July 11, 2010
- (2) 2014 FIFA World Cup Brazil™
Host country: Brazil
Date: June to July, 2014 (tentative)
- (3) FIFA Confederations Cup 2009
Host country: South Africa
Date: June 14 to 28, 2009
- (4) FIFA Confederations Cup 2013
Host country: Brazil
Date: June 2013 (tentative)
- (5) FIFA Women's World Cup 2011
Host country: Germany
Date: September 2011 (tentative)

Profile of MATCH Hospitality

Name of Company: MATCH Hospitality AG
Head Office: Zug, Switzerland
Capital: 100,000 Swiss francs (approximately 9.7 million yen,

based on an exchange rate of 1 Swiss franc = 97 yen)

Chairman: Jaime Byrom

Profile of Football Media Services

Name of Company: Football Media Services Pte. Ltd.

Head Office: Singapore

Capital: 2 million US dollars

Shareholding Ratio: Dentsu Inc. 50%, Infront Sports & Media AG 50%

Chairman of the Board: Soichi Akiyama

Managing Director: Michael Francombe

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