

NEWS RELEASE**FOR IMMEDIATE RELEASE****December 12, 2008**

Dentsu Sports Europe Appointed Exclusive Sales Agent for the 2010 FIFA World Cup South Africa™ Hospitality Programme

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that its 100% subsidiary, Dentsu Sports Europe, Ltd. (President: Kiyoshi Nakamura; Head Office: London; Capital: 1 million GB pounds; hereafter DSE,) has been appointed as the exclusive sales agent for the Official Hospitality Programme of the FIFA Confederations Cup 2009 and the 2010 FIFA World Cup South Africa™ by MATCH Hospitality AG (Chairman: Jaime Byrom; Head Office: Switzerland; hereafter MATCH Hospitality,) the worldwide exclusive rights holder for the FIFA Hospitality Programme. DSE will handle sales in the Middle East and Asia excluding China, Korea and Japan.

The FIFA Hospitality Programme, which is officially authorized by FIFA, offers corporate guests a wide range of services such as match tickets and facilities at the stadiums (including private suites and lounges, deluxe marquee tents, gourmet catering, preferential parking, transportation, entertainment and gifts). For the 2010 FIFA World Cup South Africa™, an optional Full Hospitality Packages will be offered worldwide to corporations, other entities and also to individuals. The full hospitality product portfolio will include tourism activities and accommodation and transportation in South Africa and neighboring countries.

The 2010 FIFA World Cup South Africa™ will mark Dentsu's third consecutive 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™. Dentsu also holds exclusive Asian broadcast rights for FIFA events until 2014 through its subsidiary Football Media Services.

Outline of DSE

Company Name: Dentsu Sports Europe, Ltd.
Location: London, United Kingdom
Capital: 1 million GB pounds
Shareholder: Dentsu Inc.
Representative: Kiyoshi Nakamura
Establishment Date: August, 2007
Principal Business: Sales of rights related to global sports businesses

Outline of MATCH Hospitality

Company Name: MATCH Hospitality AG
Location: Zurich, Switzerland
Capital: 100,000 Swiss francs
Shareholders: Byrom Holdings PLC, Dentsu Inc.,
Infront Sports & Media AG, Bidvest Hospitality (Pty)
Representative: Jaime Byrom
Establishment Date: October 2007
Principal Business: As the worldwide exclusive rights holder for the FIFA ,
Hospitality Programme, MATCH Hospitality offers and
guarantees exclusive hospitality packages including tickets
and services for major FIFA events through its appointed sales
agents. The FIFA matches include the FIFA Confederations
Cup 2009, the FIFA Confederations Cup 2013, the 2010 FIFA
World Cup South Africa™, the 2014 FIFA World Cup
Brazil™ and the FIFA Women's World Cup 2011™.

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