

FOR IMMEDIATE RELEASE

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**Dentsu Concludes Exclusive Domestic Japanese Media  
Rights Sales Agency Contract with UEFA  
—Covers UEFA EURO 2012™ and Three Other Competitions—**

Dentsu Inc. (TSE: 4324; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has concluded an exclusive domestic Japanese media rights sales agency contract with the *Union des Associations Européennes de Football* (UEFA) (see Note) for four competitions operated by UEFA: the UEFA European Football Championship 2012 (UEFA EURO 2012™) to be held in Poland and the Ukraine, the UEFA Women's EURO 2013, the UEFA European Under-21 Championship 2011™ and the UEFA European Under-21 Championship 2013™.

The UEFA European Football Championship, a national team competition that is held once every four years, is Europe's largest sporting event, and is reportedly watched by over 1.4 billion individual viewers worldwide. Along with Poland and Ukraine, the two host nations, the 14 teams who qualify will take part in the final round of UEFA EURO 2012™.

By concluding this contract, Dentsu Inc. has gained the exclusive rights to sell television broadcasting rights, Internet distribution rights and mobile distribution rights within Japan. Dentsu Inc. was already designated as a marketing agent in certain territories including Japan for the UEFA European Football Championship, and has been deeply involved with this competition through sponsorship sales activities since the 1984 Championship.

**Note**

The *Union des Associations Européennes de Football* (UEFA), established in 1954, is the governing body of European football. The UEFA President is Michel Platini (born in France). UEFA's headquarters is located in Nyon, Switzerland.

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