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Dentsu Wins Olympic Games Broadcast Rights in Five Countries in Central Asia

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that the International Olympic Committee has awarded the broadcast rights in Kazakhstan, Turkmenistan, Tajikistan, Kyrgyzstan and Uzbekistan for the XXII Olympic Winter Games in Sochi, Russia, in 2014 and the Games of the XXXI Olympiad in Rio de Janeiro, Brazil, in 2016 to the Company.

Dentsu has acquired broadcast rights on all media platforms, including television, radio and the Internet, and will now begin the process of securing broadcasters in these territories.

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