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## **Dentsu Wins Olympic Games and Youth Olympic Games Broadcast Rights in Seventeen Territories across Asia**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 71,204.7 million yen) announced today that the International Olympic Committee has awarded the broadcast rights in 17 countries and territories across Asia for the XXII Olympic Winter Games (2014) in Sochi, Russia, the Games of the XXXI Olympiad (2016) in Rio de Janeiro, Brazil, and the 2nd Summer Youth Olympic Games (2014) in Nanjing, China, to the Company.

Dentsu has acquired exclusive broadcast rights on all media platforms, including television, radio and the Internet, for the three editions of the Games in Afghanistan, Brunei, Cambodia, Chinese Taipei (Taiwan), East Timor, Hong Kong, Indonesia, Iran, Laos, Malaysia, Mongolia, Myanmar, Papua New Guinea, Philippines, Singapore, Thailand and Vietnam.

Last month Dentsu was awarded the broadcast rights in five Central Asian countries—Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan—for the XXII Olympic Winter Games (2014) in Sochi and the Games of the XXXI Olympiad (2016) in Rio de Janeiro.

Dentsu will now begin the process of securing broadcast partners in all 22 territories.

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