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## **Dentsu Named the J. League's Marketing Partner for the 2014 to 2018 Seasons**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has been appointed by the Japan Professional Football League (hereinafter "J. League") as the league's marketing partner for the five years from 2014 to 2018.

As a result, Dentsu will sell marketing rights on an exclusive basis to companies involved in the sponsorship of J. League matches and tournaments.

By leveraging the sports business knowledge and know-how that it has cultivated over the years, Dentsu will actively contribute to the promotion of the J. League and the marketing activities of corporate sponsors.

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