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Dentsu Acquires Exclusive Global Marketing and Media Rights for IAAF World Athletics Series from 2020 to 2029 Including the IAAF World Championships

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) and the International Association of Athletics Federations (IAAF; see Note 1) announced today that Dentsu has acquired exclusive global marketing and media rights, including the Internet, (media rights outside of Europe and Sub-Saharan Africa) for the IAAF World Athletics Series from 2020 through 2029. Dentsu first acquired the global marketing and media rights for the IAAF World Athletics Series in 2001, and the renewal of the agreement makes it a partnership spanning 29 years.

The IAAF rights comprise the global marketing and media rights for the IAAF World Championships (see Note 2) and other IAAF World Athletics Series (WAS; see Note 3) events.

Dentsu and the IAAF will continue to jointly develop new marketing programs with the objective of increasing the popularity of track and field and its events throughout the world.

Note 1: The International Association of Athletics Federations (IAAF) is the worldwide governing body for athletics (track and field). The IAAF was founded in 1912, and has its headquarters in Monaco. The IAAF's current president is Lamine Diack from Senegal.

Note 2: The IAAF World Championships are held every two years. The IAAF World Championships 2015 are scheduled to take place in Beijing and the IAAF World Championships 2017 in London. The location for the IAAF World Championships 2019 will be determined at an IAAF Council Meeting in the fall of this year.

Note 3: IAAF World Athletics Series (WAS) events (dates in parentheses indicate the planned years of the events):

IAAF World Championships (2021, 2023, 2025, 2027, 2029)

IAAF World Indoor Championships (2020, 2022, 2024, 2026, 2028)

IAAF Continental Cup (2022, 2026)

IAAF World Junior Championships (2020, 2022, 2024, 2026, 2028)

IAAF World Youth Championships (2021, 2023, 2025, 2027, 2029)

IAAF World Cross Country Championships (2021, 2023, 2025, 2027, 2029)

IAAF World Half Marathon Championships (2020, 2022, 2024, 2026, 2028)

IAAF Race Walking Team Championships (2020, 2022, 2024, 2026, 2028)

IAAF World Relays (dates not yet announced)

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Contact: Shusaku Kannan

Senior Manager

Corporate Communications Division

Telephone: (813) 6216-8042

E-mail: s.kannan@dentsu.co.jp