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NEWS RELEASE

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FOR IMMEDIATE RELEASE
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Dentsu Appointed by the International Paralympic Committee (IPC) as its Exclusive Marketing Agency in Japan for the 2015–2020 Period

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 International Paralympic Committee[1] (hereinafter "IPC") as its exclusive marketing agency in Japan for the 2015–2020 period. As such, Dentsu has acquired the exclusive rights to sell IPC partnership packages as well as IPC sponsorship packages for ten of the sports[2] over which the IPC has jurisdiction (IPC sports) to Japanese companies.

In addition to these package sales, Dentsu will provide support for the IPC's promotional activities in Japan as well as for communications between the IPC and its Japanese sponsors.

Moreover, Dentsu will work together with the IPC to enhance the IPC's marketing programs with the aim of furthering the spread of Paralympic competitions worldwide.

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1 Founded in 1989 and based in Bonn, Germany, the International Paralympic Committee aims to develop sports opportunities for all people with an impairment.

2 The ten IPC sports are: Athletics, Swimming, Powerlifting, Shooting, Alpine Skiing, Snowboard, Ice Sledge Hockey, Cross-Country Skiing, Biathlon and Wheelchair Dance Sport.