

Hakuhodo DY Media Partners and Hakuhodo again named J.League Alliance Marketing Partner

Continues exclusive sales rights to J.League sponsorship for 3 years from 2008

Tokyo—September 3, 2007—Hakuhodo DY Media Partners Inc. and Hakuhodo Inc. have been named J.League Alliance Marketing Partner (JAMP) for the three years 2008 to 2010 and will continue to have exclusive sales rights to Japan Professional Soccer League (J.League) sponsorships during that period.

JAMP was instituted in the 2005 season to contract the recruitment and management of official sponsors, League Cup match sponsors and all other J.League sponsorship matters to a single partner. Hakuhodo DY Media Partners and Hakuhodo have been contracted to carry out JAMP activities since the period 2005–07.

Hakuhodo DY Media Partners and Hakuhodo will now work in close alliance with the J.League until the 2010 season, spreading the League's philosophy and activities, while also proposing and implementing activities that will contribute to increasing the brand and corporate value of sponsors through new styles of sponsorship.

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