



Press Release
January 14, 2004

Toshimi Horiguchi, CEO/President
PLATIA Incorporated
Izumi Garden Tower 33F
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Minato-ku, Tokyo

PLATIA became the master licensee of the "Real Madrid C.F."
Spanish Football Club

PLATIA Incorporated (headquartered in Minato-ku, Tokyo), a company that has been engaged in developing and providing various content in Japan, with its President and CEO, Toshimi Horiguchi, signed the agreement in Madrid, Spain, on December 14, 2003, and became the official master licensee in Japan for the Real Madrid C.F. of the Professional Soccer Association of Spain. The term of the agreement is from January 1, 2004 to June 30, 2007 (total four seasons, i.e. 2003-2004, 2004-2005, 2005-2006, 2006-2007).

Our company intends to establish a joint venture company with Nichimen Corporation (headquartered in Minato-ku, Tokyo; Akio Dobashi, President/CEO) and From One Co., Ltd. (headquartered in Chuo-ku, Tokyo; Sumio Kobayashi, President/CEO) under the name of "Real Madrid Marketing Japan Incorporated (RMMJ)" (a tentative name) that will administer, manage, market and develop business for the license.

RMMJ is the first independent company that specializes in brand marketing of any overseas sport clubs in Japan, and for Real Madrid this is the very first attempt to do brand marketing overseas.

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Outline and General Information of the Master License of Real Madrid

.Territory:

Japan

.Term of the Contract:

January 1, 2004 to June 30, 2007

First option to renew the license contract as of July 2007

.General Outline of the License Contract

Exclusive Rights

- A) Marketing and merchandizing rights of the Real Madrid Brand
- B) Opening and managing shops with the name "Real Madrid"
- C) Opening and managing hotels, restaurants, etc. with the name "Real Madrid"
- D) Mail-order business of official goods of Real Madrid
- E) Establishing and managing soccer training school(s)
- F) Publication Rights

Representation Rights

- 1) Exclusive representation rights
 - A) Soliciting sponsors
 - B) Tour management of Real Madrid
 - C) TV Broadcast rights of Real Madrid
 - D) Rights to hold sports events of Real Madrid with Japanese team(s) in Madrid
- 2) Non-exclusive representation rights
 - A) Use of image(s) of players of Real Madrid

Profile of the New Company

Corporate Profile

Name: Real Madrid Marketing Japan Incorporated (tentative)

Chairman: Toshimi Horiguchi

President: Sumio Kobayashi

Capital: 10 million yen

Investors: PLATIA Incorporated 40%

Nichimen Corporation 30%

From One Co., Ltd. 30%

Headquarters: Izumi Garden Tower 13 F

1-6-1 Roppongi, Minato-ku, Tokyo

(Contact person until the company is established: PLATIA Content Business Division +81

(0)3 6230 3763)

Business (planned)

- (1) Licensing of Real Madrid intellectual properties in Japan
- (2) Licensing negotiations with clients in Japan and outside Japan
- (3) Planning, organizing different events, including match-making
- (4) Conducting business as the official Real Madrid representative in Japan
- (5) Any and all Real Madrid-related businesses

Organizational Chart



For your reference:

Real Madrid C.F.

Name: Real Madrid Club de Fútbol

HQ: Estadio Santiago Bernabéu, Avda. de Concha Espina, 1, 28036 Madrid, Spain

Established in 1902

Chairman: Florentino Pérez Rodríguez

Coach: Carlos Manuel Brito Leal Queiroz

Home Stadium: Estadio Santiago Bernabéu

Official Web Site: <http://www.realmadrid.com/>

JV Companies' Profile

Name: PLATIA Incorporated

HQ: Izumi Garden Tower 33F, 1-6-1 Roppongi, Minato-ku, Tokyo

Established in 2001

Capital: 10 million yen

President/CEO: Toshimi Horiguchi, Representing Director

Official Web Site: <http://www.platia.co.jp/eng>

Name: Nichimen Corporation

HQ: 4-1-23 Shiba, Minato-ku, Tokyo

Established in 1892

Capital: 107 billion 184 million yen

President/CEO: Akio Dobashi

Official Web Site: <http://www.nichimen.co.jp>

Name: From One Co., Ltd.

HQ: Showa Bldg. 3F, 2-8-18 Kyobashi, Chuo-ku, Tokyo

Established in 1997

Capital: 10 million yen

President/CEO: Sumio Kobayashi

Official Web Site: <http://www.calcio2002.com>