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NBC IS PROUD TO BE THE EXCLUSIVE U.S. BROADCASTER  
OF THE GAMES OF THE XXIV OLYMPIAD



adidas  spirit of the games

The brand  
with the 3 stripes



SINCE 1906

Established in 1906, Mizuno has supplied a full range of sports equipment for athletes worldwide



**80 years at the frontier of sports science.**

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**MIZUNO CORPORATION**




The Olympic tradition continues...

and ABC Sports  
is proud to be  
part of it





**Présent à tous les grands moments  
du sport.**

 WEST  
New Jersey  
KEEP LEFT

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South Beach  
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**Les vacances c'est Kuoni.**

# Ready for Seoul.



To start in time is half of the victory. So the PUMA development staff has strongly been engaged for a long time to be perfectly prepared for the games. All PUMA athletes can now look forward calmly to Seoul. Because with their sports equipment they do have the best conditions to reach out for the medal.

Ready for Seoul. Ready for the games.



# Worldwide Sponsors & Suppliers of the 1988 Olympic Games



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DE DISQUES, DE SAUTEURS  
A LA PERCHE, DE JOUEURS DE  
BASKET-BALL, D'ENTRAINEURS,  
D'OFFICIELS, DE SPECTATEURS...



QUE N'IMPORTE QUELLE AUTRE  
MARQUE DE BOISSON GAZEUSE  
AU MONDE.



Coca-Cola et Coke sont des marques déposées qui identifient le même produit de The Coca-Cola Company.

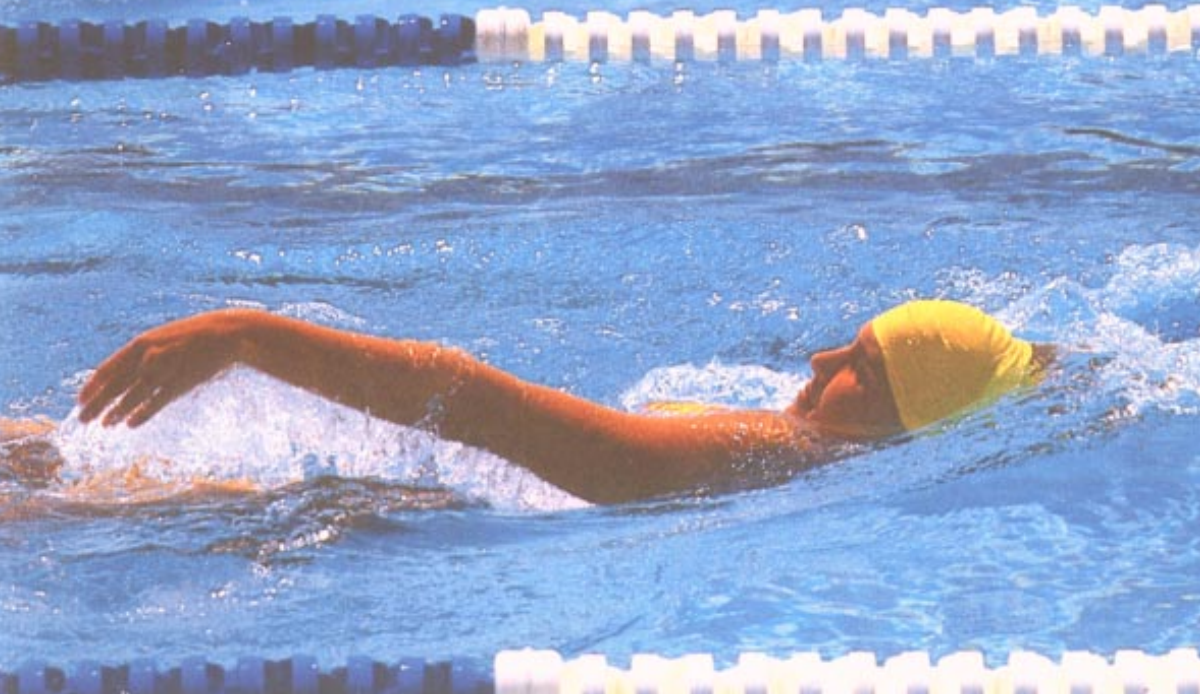



# SOFIA, MADRID, STRASBOURG, VIA ARENA!

1985: Arena, Official Supplier of the European Championships in Sofia.

1986: Arena, a Sponsor of the World Championships in Madrid.

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