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Lepton flavour violation search with mu -> e + gamma decay: The MEG experiment

The MEG experiment started to search for mu \rightarrow e + gamma decay, which is strictly forbidden in Standard model, while new theories, such as super symmetric grand unified theory and seesaw model of neutrinos, predict observable branching ratio just below the current upper limit. This talk reviews the result of the initial three months of operation of the MEG experiment in 2008 and some latest news.

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