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## **New limit on the lepton-flavour violating decay $\mu \rightarrow e \gamma$**

*Thursday, September 1, 2011 3:00 PM (25 minutes)*

A new result based on an analysis of the data collected by the MEG detector at the Paul Scherrer Institut in 2009 and 2010, in search of the lepton flavour violating decay  $\mu \rightarrow e \gamma$ , will be presented. The likelihood analysis of the combined data sample, which corresponds to a total of  $1.8 \times 10^{14}$  **muon decays**, gives a **90% C.L. upper limit of  $2.4 \times 10^{-12}$**  on the branching ratio of the  $\mu \rightarrow e \gamma$  decay, constituting the most stringent limit on the existence of this decay to date.

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