

Appointment of Laurence Debroux to the Executive Board of JCDecaux as Chief Financial and Administrative Officer

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Paris, December 7, 2010 – JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide, announces that, following the approval of the Supervisory Board, Laurence Debroux has been appointed to the Executive Board, effective January 1, 2011, as Chief Financial and Administrative Officer. Laurence takes over the role from Gérard Degonse who will retire from the Group on December 31.

Laurence Debroux (41) is a graduate of the HEC School of Business Administration. Prior to joining JCDecaux, Laurence Debroux was Senior Vice-President, Chief Strategic Officer and Member of the Executive Committee of the Sanofi Aventis Group.

Laurence Debroux is also a member of the Board of Directors of Natixis.

Jean-Claude Decaux, the founder of JCDecaux and Chairman of the company's Supervisory Board, said: *"On behalf of the Supervisory Board I would like to thank Gérard Degonse for the tremendous contribution he has made to the development of JCDecaux since 2000. At the same time, we welcome Laurence Debroux to the Executive Board. Laurence's experience, professionalism and dynamism will enable her to successfully fulfill her duties, driving the growth of our activities around the world."*

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