

JCDecaux

JCDecaux Stimulibox², This isn't just a lounge... this is THE creativity meeting place!

For the second year in succession, the JCDecaux Stimulibox² will move to its summer quarters and display the creativity of its outdoor advertising media during the 2008 Cannes Lions Festival from June 15 to 21, 2008.

The JCDecaux Stimulibox², created and designed by DDB°Live, is returning to the Croisette to provide festivalgoers with a fresh look at ways of using advertising display media.

Building on the success of the initiative organised for the first time last year when it attracted 2,536 festivalgoers from 54 different countries, the JCDecaux Stimulibox² will be the key venue for meetings and discussions, where the focus will be on new experiences and creativity. Designers from all over the world will be able to discover how JCDecaux develops its unique and original solutions for all kinds of advertisers and advertising campaigns.

Why the Stimulibox²?

At a time when media creativity lies at the very heart of the strategies adopted by the major brands, and the traditional role of billboard advertising is undergoing radical change, JCDecaux, an official partner of the Festival, wanted to offer festivalgoers a meeting place dedicated to innovation. Visitors will discover street furniture put to imaginative use, original creations and surprising, offbeat presentations. The traditional media is reinvented as an infinitely adaptable tool capable of magnifying all types of creation.

The JCDecaux Stimulibox²: what is it exactly?

A wealth of innovative advertising experiences, a "lounge" atmosphere on the beach, an original interactive programme of music: a 200m² haven of peace and conviviality on the waterfront, in the immediate proximity of the Festival Hall, where everything has been designed to stimulate the visitors' senses in a relaxed and creative manner.

The physical layout of the area...

Directly inspired by the POP'ART movement, the venue puts JCDecaux street furniture to unexpected use: bus shelters become a DJ's booth and MUPs (city information panels) are transformed into video game consoles, atomisers, aquarium, suntan-cream dispensers or a jukebox... The venue is dressed in white and red, colours that are both relaxing and dynamic, appropriately reflecting the ultimate purpose of the area...

The programme...

Deck chairs on the beach, fusion snacks and inventive finger food, games on a Wii console, open bar, WIFI connection, DJ mix, etc.

The JCDecaux StimuliBox²

Located on the private beach in front of the Gray D'Albion Hotel in Cannes – Open from 12 o'clock midday to 8 o'clock pm, from June 15 to 21, 2008.

Free access to festivalgoers upon presentation of their official pass.

Further details are available on www.jcdecaux.com

Out of Home Media

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Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
India
Ireland
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Montenegro
Norway
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Poland
Portugal
Qatar
Romania
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Turkey
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www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,400,557.51 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m; revenues for the first quarter of 2008: €482.2m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (351,000 advertising panels)
- No.1 worldwide in airport advertising with 145 airports and more than 300 transport contracts in metros, buses, trains and tramways (386,000 advertising panels)
- No.1 in Europe for billboards (215,000 advertising panels)
- No.1 in outdoor advertising in China (219,000 advertising panels in 23 cities)
- No.1 worldwide for self-service bicycle hire
- 952,000 advertising panels in 54 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 8,900 employees

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