

JCDecaux: Avenir wins the OPAC of Paris billboard contract

Out of Home Media

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Paris, July 18, 2007 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region, and number two worldwide, announces that the Public Agency for Development and Construction (OPAC) of Paris, has awarded its subsidiary Avenir a series of 81 advertising sites for 6-year period, following a consultation process

This contract represents the most strategic group of sites owned by OPAC in terms of both quantity and quality, and strengthens Avenir's existing portfolio, making JCDecaux the Agency's principal partner in terms of outdoor advertising.

With prime locations on all major access roads into Paris, the scrolling displays will be installed by the end of 2007 and will help consolidate Avenir's position as the leading billboard operator in Paris.

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"This strategic contract with OPAC will allow us to expand our stock of high quality locations in Paris. Avenir's offering will guarantee an exceptional visibility for the advertisers who choose its networks for their billboard advertising campaigns. Both in Paris and in the rest of France, Avenir is the number one operator of national billboard networks in terms of audience delivery, while offering the most competitive impact cost."*

JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; Q1 revenues: €473.1m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and FTSE4Good indexes
- No.1 worldwide in street furniture (334,000 advertising panels)
- No.1 worldwide in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, trains and tramways (213,000 advertising panels)
- No.1 in Europe for billboards (216,000 advertising panels)
- No.1 in outdoor advertising in China (83,000 advertising panels in 21 cities)
- No.1 worldwide for self-service bicycle hire
- 763,000 advertising panels in 48 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 8,100 employees

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