

JCDecaux: Avenir wins the OPAC of Paris billboard contract

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Montenegro
Norway
Poland
Portugal
Russia
Serbia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan

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

Communications Department

Press Relations
Agathe Albertini
Tel: +33 (0)1 30 79 34 99
Fax: +33 (0)1 30 79 75 39
agathe.albertini@jcdecaux.fr

Corporate Finance Department

Investor Relations
Alexandre Hamain
Tel: +33 (0)1 30 79 79 93
Fax: +33 (0)1 30 79 77 91
alexandre.hamain@jcdecaux.fr

JCDecaux SA
United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777
Head Office: 17, rue Soyser - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79
www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board
Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747