

## JCDecaux wins street furniture and self-service bicycle contract for Aix-en-Provence

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**Paris, October 2, 2006** - JCDecaux (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region, and number two worldwide, announced today that it has been awarded a 13-year street furniture and bicycle contract for the city of Aix-en-Provence following a competitive public tender.

The street furniture contract (which is a renewal of a previous concession) includes a total of 224 bus shelters, 220 2m<sup>2</sup> Citylight map and information panels, 54 8m<sup>2</sup> Senior large format panels, and 12 information columns from the Aquae collection. The contract covers a total of approximately 950 advertising panels.

The contract includes 200 bicycles and 16 Cyclocity® cycle racks which will also be installed. Aix-en-Provence, with a population of 140,000, is the second French city to adopt this means of individual public transport which has enjoyed unprecedented success since it was first launched in Lyon in May 2005.

Cyclocity® (known as Vélo'v® in the greater Lyon area) currently boasts 60,000 subscribers who travel more than 40,000km every day, a distance equal to the circumference of the Earth! According to a BVA opinion poll carried out in May 2006, 66% of the people who use the bicycle hire service are aged between 18 and 34; over 60% are in active employment and more than one third are students. More than 9 out of 10 people polled in Lyon and Villeurbanne consider Vélo'v® to be a very good initiative. This extremely positive public opinion enhances the city's public image and helps to improve the perception of urban life thanks to the many positive effects of greater bicycle use: a more pleasant urban environment, less pollution, exercise is good for people's health, etc.

**Commenting Jean-Charles Decaux, Chairman of the Executive Board of JCDecaux,** said: *"Our success in winning the Aix-en-Provence contract is further evidence of JCDecaux's commitment to quality and innovation in the Street Furniture market. The adoption of Cyclocity® by Aix-en-Provence reinforces our determination to offer cities and their inhabitants a range of services of the highest possible quality based on our unique know-how and expertise which is the result of our policy of constantly searching for solutions founded on the values of sustainable development. After Vienna (Austria), Cordoba and Gijon (Spain), Lyon and Brussels, this new contract further consolidates our position as the world leader in self-service bicycle hire."*

**Key Figures for the JCDecaux Group:**

- 2005 revenues: €1,745.2m, first half 2006 revenues: €945.8M
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices.
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards (200,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 725,000 advertising panels in 48 countries
- Present in over 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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