

## JCDecaux is awarded the advertising contract for the Los Angeles Airports

### 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  
Mexico  
Netherlands  
Norway  
Poland  
Portugal  
Russia  
Serbia & Montenegro  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
Turkey  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Ukraine

**Paris, October 13, 2006** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia Pacific and the number two worldwide announced today that; following its selection (see press release of September 11, 2006), the Los Angeles City Council voted unanimously to confirm the award to JCDecaux of a 10-year concession contract, including the extension option period, for advertising at LAX and Ontario airports.

With more than 60 million passengers per annum, LAX is the world's fourth largest airport and was the last major hub without an advertising program. This contract also includes marketing, sponsorship and naming rights opportunities, and should generate more than \$200 million in revenues over its duration.

**Jean-François Decaux, co-CEO of JCDecaux, said:** "This award, following the renewal of the advertising concession for all three New York airports, BAA airports in the UK and Hong Kong airport some months ago, confirms JCDecaux's leadership position in airport advertising in the United States and worldwide".

### Key Figures for the Group JCDecaux:

- 2005 revenues: €1,745.2M, H1 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. JCDecaux has entered the Interbrand rankings in 23<sup>rd</sup> position, with a brand value of €1.03 billion.
- 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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