

JCDecaux: Avenir wins the competitive tender for the Paris Port Authority

Paris, January 10, 2008 – JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide, announces that the Paris Port Authority (*Port Autonome de Paris*) has renewed its agreement with the Group's subsidiary Avenir for the management of 200 advertising panels in Paris and the Paris suburbs for a 5 year period. The contract follows a competitive tender.

With almost 130 panels in strategic locations within Paris, the contract strengthens Avenir's position as the leading billboard operator in the French capital.

Thanks to this contract and to the agreements signed in 2007 with other major operators such as the Paris Public Agency for Development and Construction (OPAC), ADOMA or Total, Avenir provides advertisers with an unrivalled performance in terms of quality and audience in the largest outdoor advertising market in France.

Jean-Charles Decaux, co-CEO of JCDecaux, made the following statement: *"We are delighted that the Paris Port Authority has renewed this strategic contract with JCDecaux, a contract that strengthens our high-quality products in Paris. The geographic coverage of our Avenir billboard networks provides exceptional exposure for advertisers. In Paris as in the rest of France Avenir is the number one billboard operator for audience delivery and price per contact."*

JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; revenues for the first 9 months of 2007: €1,506.9m
- 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 (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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