

JCDecaux wins the competitive tender to supply Street Furniture and its self-service bicycle hire scheme to the *Communauté d'Agglomération de Plaine Commune* (8 town councils)

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Paris, April 2, 2008 – JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide in this industry, announces that, following a competitive tender, it has been awarded the contract to provide street furniture and self-service bicycles to the *Communauté d'Agglomération de Plaine Commune* (a consortium of 8 town councils with 330,000 inhabitants) for a 15-year period.

The *Communauté d'Agglomération de Plaine Commune* is a consortium of 8 town councils in the western part of the Seine-Saint-Denis region, north of Paris: Aubervilliers, Epinay-sur-Seine, La Courneuve, L'Ile-Saint-Denis, Pierrefite-sur-Seine, Saint-Denis, Stains and Villetaneuse.

The contract covers the installation and maintenance of 394 advertising bus shelters, 397 2m² MUPI® city information panels, 117 8m² Senior billboards and 29 columns for displaying information about cultural events as well as the creation of 50 self-service bicycle docking stations equipped with 450 bicycles. This new contract represents a total of 1,397 2m² advertising panels and at least 346 8m² billboards. The street furniture products that will be installed are all designed by JCDecaux or by the prestigious architects and designers: Lord Norman Foster, Philip Cox or Jean-Michel Wilmotte.

The launch of Vélo'v in Lyon in 2005, marked the beginning of JCDecaux's successful development of the bicycle hire concept in France. Today, 14 cities (a total of 30 million individual rentals) benefit from JCDecaux's innovative service including: Vienna (Austria), Cordoba, Gijon and Seville (Spain), Brussels (Belgium), Paris, Marseille, Aix-en-Provence, Toulouse, Rouen, Besançon, Mulhouse and Amiens. The number is still growing, with Nantes and Luxemburg set to launch the service in the near future. JCDecaux, the No. 1 worldwide for self-service bicycle hire, offers daily, weekly or yearly subscriptions, thanks to an exclusive electronic payment system that provides easy access for customers.

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"The installation of this self-service bicycle hire scheme outside the gates of the French capital will allow even more people in the greater Paris region to access this new form of individual public transport. Through this eco-friendly transport system, JCDecaux is helping to improve the quality of life in the communauté d'agglomération de Plaine Commune region."*

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Registered capital of 3,400,557.51 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m
- 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 (351,000 advertising panels)
- No.1 worldwide in airport advertising with 145 airports and more than 300 transport contracts in metros, buses, trains and tramways (386,000 advertising panels)
- No.1 in Europe for billboards (215,000 advertising panels)
- No.1 in outdoor advertising in China (219,000 advertising panels in 23 cities)
- No.1 worldwide for self-service bicycle hire
- 952,000 advertising panels in 54 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 8,900 employees

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