

## JCDecaux renews eleven regional advertising Street Furniture contracts in France

### Out of Home Media

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Slovakia  
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Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, September 8, 2008** - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide, has renewed eleven advertising street furniture contracts in the French provinces over the past few months. The renewed contracts follow competitive tenders and cover a total population of near of 500,000 people.

These contracts total **1,880 2m<sup>2</sup> advertising panels** and **276 8m<sup>2</sup> advertising displays**.

The municipal authorities that have chosen JCDecaux are the following: Chambéry, Châtelleraut, Hérouville-Saint-Clair, Laval, Longwy, Mont-de-Marsan, Orléans, Tarbes, Valenciennes and Villeneuve Loubet, and the Joint Transport Syndicate of the East of Etang de Berre.

The street furniture units installed are designed by Philip Cox or by JCDecaux.

**Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux**, said: *“By once again choosing JCDecaux, these towns and cities strengthen the company’s commitment to quality, innovation, and sustainable development in street furniture. These installations enhance the coverage of JCDecaux’s national street furniture network, benefiting advertisers across the country.”*

### JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m; H1 2008 revenues: €1,067.6m
- 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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