

## JCDecaux renews twelve regional Street Furniture contracts in France

### Out of Home Media

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**Paris, November 27, 2007** - 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, has renewed twelve regional street furniture contracts in France, following competitive tenders over the last few months. The cities represent a total population of around 400,000 inhabitants.

These contracts concern a total of **1,495 2m<sup>2</sup> advertising panels** and **256 8m<sup>2</sup> Senior<sup>®</sup> displays**. The municipal authorities that have chosen JCDecaux are the following: Albertville, Andernos-les-Bains, Belfort, Bourg-en-Bresse, Cenon (new contract), Chantilly, Cholet, Hyères, Menton, Montigny-les-Metz, Niort et Saumur. The street furniture to be installed has been designed by JCDecaux or by the prestigious designers and architects: Lord Norman Foster and Philip Cox.

When these contract renewals were announced, **Jean-Charles Decaux, co-CEO of JCDecaux**, said: *"We are delighted that these towns have chosen JCDecaux, reinforcing our commitment to quality, innovation and sustainable development in street furniture. These contracts consolidate our front-ranking position in outdoor advertising in France."*

### JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; 9 first months 2007 revenues: €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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