

Le Vélo in Marseille: successful launch with 9,450 rentals in 3 days

Paris, October 15, 2007 - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, and No.1 in self-service bicycle hire, announces that the Marseille *Le Vélo* bicycle hire scheme was officially launched on Friday, October 12 by the Mayor of Marseille and that it enjoyed exceptional public interest with a total of 9,450 rentals in the space of three days.

The *Le Vélo* bicycle hire scheme in Marseille includes 80 docking stations and 750 bicycles available from October 12, a total due to be expanded to 130 docking stations and a fleet of 1,000 bicycles by December. The launch of this bicycle hire operation has led to the creation of 30 new jobs, taking to 230 the number of people employed by the Regional Division.

The *Le Vélo* bicycle hire scheme in Marseille represents a new step for JCDecaux in its ability to provide local authorities with a system that enjoys an innovative market positioning. By reinventing the use of bicycles in an urban environment, based on the principle that bicycles represent a fantastic addition to the use of public transport, JCDecaux is aiming to make its self-service bicycle hire scheme a true form of individual public transport. By making its price accessible to everyone, it is making this service truly democratic and, in the process, speeding up society's adoption of a more sustainable urban environment.

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"The bicycles introduced by JCDecaux in Marseille complement the tramway inaugurated at the end of June and will facilitate intermodal transport solutions in the city. Thanks to this eco-friendly means of transport, JCDecaux is helping to improve the quality of life in Marseille. With 9,450 rentals in 3 days, and 3492 rentals on Sunday alone, we are delighted that Marseille's residents have so readily adopted this new form of individual public transport."*

JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; 2007 H1 revenues: €1,019.0m
- 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

Communications Department

Press Relations
Agathe Albertini
Tel: +33 (0)1 30 79 34 99
Fax: +33 (0)1 30 79 75 39
agathe.albertini@jcdecaux.fr

Corporate Finance Department

Investor Relations
Alexandre Hamain
Tel: +33 (0)1 30 79 79 93
Fax: +33 (0)1 30 79 77 91
alexandre.hamain@jcdecaux.fr

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JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777

Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board
Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747