

JCDecaux Wins 8-Year Advertising Concession Contract for Minneapolis St-Paul International Airport

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Ireland
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Luxembourg
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Paris, October 1st, 2007 - JCDecaux SA (Euronext Paris: DEC), the Number 1 outdoor advertising company in Europe and Asia Pacific and the Number 2 worldwide announced today that they have entered into a contract for the advertising concession at Minneapolis-St. Paul International Airport (MSP). JCDecaux Airport was awarded the 8-year contract in preference to a number of rival interested parties. The contract will commence on October 1, 2007.

With more than 35 million annual passengers, MSP is the United States' 12th largest Airport, and one of the county's major airport hubs.

Jean-François Decaux, Chairman and co-CEO of JCDecaux, said: "We are delighted to add Minneapolis St-Paul International Airport to our portfolio of prestigious North American airports, which now includes 7 of the 15 largest U.S. airports. We will implement the same type of contemporary advertising programme at MSP that we have just rolled out at LAX (Los Angeles International Airport), including a strong digital component. Air travel is experiencing unprecedented growth, and more and more business-to-business and high-end consumer products and services companies rely on airport advertising to reach their target audience. JCDecaux's innovative approach delivers that audience in the most effective way".

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

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