

## JCDecaux renews and extends the advertising street furniture contract with the Urban Community of Marseille

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**Paris, January 7, 2009** – 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 it has been awarded the street furniture contract for the Urban Community of Marseille (CUM) Provence Métropole (population: 980,000). The award follows a competitive tender and will be for a 13-year period.

The advertising street furniture contract covers the installation, maintenance and upkeep of 922 bus shelters, 432 MUPI® free-standing information panels and 96 large-format (8 m<sup>2</sup>) Senior® advertising panels in Marseille in addition to 124 bus shelters for 8 of the 18 municipalities belonging to the CUM urban community. The contract represents a total of 3,070 advertising panels..

**Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux**, commented: *“The renewal and extension of our contract by the Urban Community of Marseille is a clear recognition of our commitment to quality and innovation. More than a year after installing “Le Vélo” in Marseille, this comprehensive street furniture offering (bus shelters, MUPI information panels, Senior large-format displays) will be of huge benefit to the urban community. This contract will also strengthen JCDecaux’s leading position in outdoor advertising in the Provence-Alpes-Côte d’Azur region (the 3<sup>rd</sup> largest economic region in France) and consolidate the Group’s position as the No.1 player in outdoor advertising in the French market.”*

### JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m; revenues for the first 9 months of 2008: €1,563.2m
- 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 transport 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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