

## CBS/Decaux wins city of Glendale street furniture contract

### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Hungary  
Iceland  
India  
Ireland  
Italy  
Japan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Mexico  
Netherlands  
Norway  
Poland  
Portugal  
Russia  
Serbia & Montenegro  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
Turkey  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Ukraine

**Paris, 14 February 2007** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region, and number two worldwide, announced today that CBS/Decaux (a 50/50 joint venture between CBS Outdoor and JCDecaux North America) has been awarded an exclusive 10-year contract with two five-year extensions to develop and maintain street furniture for the City of Glendale, California. Located in a prominent part of the Los Angeles market, Glendale is a strong vibrant city with a corporate business center and active commercial districts. It has a very successful development program that will provide advertisers with access to quality demographic customers in an area of the market where outdoor inventory is extremely limited.

In early 2007, CBS/Decaux will commence the installation of the new bus shelters and other street elements incorporating a minimum of 140 advertising panels. The quality furniture will be located around high profile locations in Glendale, including busy thruways like Brand, Broadway and Colorado Boulevards.

“The Glendale contract is a new expansion for the CBS/Decaux joint venture,” **said Jean-Francois Decaux, Co-Chief Executive Officer of JCDecaux.** “After winning West Hollywood and Los Angeles, the additional inventory in Glendale will reinforce CBS/Decaux’s dominance in the largest outdoor advertising market in the United-States.”

“This win demonstrates the power and ability of our partnership to offer clients the most in-depth coverage and penetration in not just Los Angeles but in many big city markets,” said Larry Levine, President of Displays, CBS Outdoor.

#### Key Figures for the Group:

- 2006 revenues: €1,946.4 million
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards (200,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 725,000 advertising panels in 48 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

JCDecaux SA

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

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

[www.jcdecaux.com](http://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

**CBS Outdoor:**

CBS Outdoor is the largest out-of-home media company in North America, and has a major presence across Europe in the United Kingdom, Ireland, France, Italy, the Netherlands and Spain, as well as in China. With both traditional outdoor and transit properties, the division gives advertisers both breadth of coverage across vast geographies and depth of coverage, providing multiple media opportunities in key markets.

**Press Relations**

Agathe Albertini  
Tel.: +33 (0) 1 30 79 34 99  
Fax: +33 (0) 1 30 79 35 79  
[agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

**Investor Relations**

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