



**JCDecaux is organizing its 1<sup>st</sup> online auction  
for the benefit of the Telethon:  
3 advertising panels on the Champs-Élysées up for auction**

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**Paris, November 22, 2006** - JCDecaux, a partner of the French Muscular Dystrophy Association since 2002, is organizing its 1<sup>st</sup> online auction for the benefit of the Telethon. On this occasion, the company will accept bids for three of its most highly prestigious advertising panels on the Champs-Élysées in Paris.

Open to all interested companies, this online auction will run from 10 o'clock a.m. to 6 o'clock p.m. on Tuesday December 5.

All companies that have previously registered on [www.jcdecaux.com](http://www.jcdecaux.com) will be able to take part in this auction sale whose proceeds will be donated to the Telethon.

The company with the highest bid at 6 o'clock p.m. on December 5 will be attributed three advertising panels on the following street furniture items:  
- A bus shelter at 60, avenue des Champs-Élysées,  
- A 2m<sup>2</sup> Citylight free-standing information panel at 74, avenue des Champs-Élysées,  
- An 8m<sup>2</sup> scrolling backlit panel at 116, avenue des Champs-Élysées.

The company that wins the auction will pay the full amount of its bid to the French Muscular Dystrophy Association.

At the end of the auction, JCDecaux will display, from 6 o'clock p.m. Friday, December 8, 2006, to 9 o'clock a.m. Sunday, December 10, a visual on the three dedicated panels that includes the logo of the company placing the highest bid along with the following text "[logo of the company] offers this advertising space to the Telethon [logo of the Telethon] ». (Cf. photo enclosed)

**Timetable of the online auction organized by JCDecaux on [www.jcdecaux.com](http://www.jcdecaux.com):**

- **Registration for the auction: from November 22 to December 4**
- **Date of the auction (only accessible to previously registered companies): December 5, starting at 10 o'clock a.m.**
- **End of the auction: December 5, at 6 o'clock p.m.**

**All the details are available at [www.jcdecaux.com](http://www.jcdecaux.com).  
Contact: Corporate Communications: 33-1 30 79 35 38**

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