

Vélam: the new launch is a great success with a total of almost 1 300 rentals in the space of 3 days

Out of Home Media

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

Paris, February 19, 2008 - 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 Vélam (the self-service bicycle hire scheme adopted by the city of Amiens) was officially launched on Saturday, February 16 by M de Robien, Mayor of Amiens, and attracted outstanding public interest with almost 1 300 individual rentals in the space of just 3 days.

Vélam – a service based on a network of 26 docking stations and 313 bicycles – became available on February 16. The installation of this new scheme led to the creation of 5 new jobs, taking to 105 the number of people employed by the Regional Department.

Vélam will allow users of the service to take full advantage of the dedicated cycle-lanes that have been created in the city.

The launch of Vélo'v in Lyon in 2005, marked the beginning of JCDecaux's successful development of the bicycle hire concept in France. Today, 14 cities (a total of 18 million individual rentals) benefit from JCDecaux's innovative service including: Vienna (Austria), Cordoba, Gijon and Seville (Spain), Brussels (Belgium), Paris, Marseille, Aix-en-Provence, Toulouse, Rouen, Besançon, Mulhouse and most recently Amiens. The number is still growing, with Nantes and Luxemburg set to launch the service in the near future. JCDecaux, the No. 1 worldwide for self-service bicycle hire, is the only operator able to offer daily, weekly or yearly subscriptions, thanks to an exclusive electronic cash payment system that provides easy access for customers. As a result, JCDecaux's self-hire bicycle scheme is highly convenient for city dwellers to use.

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"Thanks to the bicycle, a truly eco-friendly means of transport, JCDecaux is helping to improve the quality of life in Amiens. With almost 1 300 rentals in the space of just 3 days, we are delighted to see that the residents of Amiens have already adopted this new type of individual public transport."*

JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m
- 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

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