

JCDecaux wins the contract for street furniture and self-service bicycles for the City of Luxembourg

Paris, September 26, 2007 - JCDecaux SA (Euronext Paris:DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region and number two worldwide, announces that JCDecaux Luxembourg has been awarded the 10-year contract for street furniture and a self-service bicycle hire scheme for the City of Luxembourg (83,000 inhabitants), following a competitive tender.

This new street furniture contract is for 100 2m² MUPI[®] (city information panels), a total of 180 advertising panels. It follows an earlier bus shelter advertising contract for 200 bus shelters.

From 2008, 200 self-service bicycles and 20 stations will be installed at the railway station, in the town centre and in the Kirchberg district. Luxembourg becomes the first city in the Grand Duchy to adopt this new form of individual public transport.

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"This new contract underlines JCDecaux's commitment to quality, innovation and sustainable development in the Street Furniture arena. The introduction of a self-service bicycle hire scheme in the city of Luxembourg demonstrates that this concept, designed and developed by JCDecaux, is increasingly attracting the attention of municipal authorities as they consider their urban transport policies. This new contract consolidates our position as the world leader in self-service bicycle hire and follows contracts in Vienna (Austria), Cordoba, Gijon and Seville (Spain), Lyon, Brussels, Aix-en-Provence, Paris, Marseille, Mulhouse, Rouen, Besançon and Toulouse. It will enable us to optimise the efficiency of our advertising networks and to offer advertisers and advertising agencies a range of new high-quality locations."*

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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