

## JCDecaux Wins 8-Year Advertising Concession Contract for Minneapolis St-Paul International Airport

### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
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Hungary  
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Ireland  
Italy  
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Latvia  
Lithuania  
Luxembourg  
Malaysia  
Montenegro  
Norway  
Poland  
Portugal  
Russia  
Serbia  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, October 1st, 2007** - JCDecaux SA (Euronext Paris: DEC), the Number 1 outdoor advertising company in Europe and Asia Pacific and the Number 2 worldwide announced today that they have entered into a contract for the advertising concession at Minneapolis-St. Paul International Airport (MSP). JCDecaux Airport was awarded the 8-year contract in preference to a number of rival interested parties. The contract will commence on October 1, 2007.

With more than 35 million annual passengers, MSP is the United States' 12<sup>th</sup> largest Airport, and one of the county's major airport hubs.

Jean-François Decaux, Chairman and co-CEO of JCDecaux, said: "We are delighted to add Minneapolis St-Paul International Airport to our portfolio of prestigious North American airports, which now includes 7 of the 15 largest U.S. airports. We will implement the same type of contemporary advertising programme at MSP that we have just rolled out at LAX (Los Angeles International Airport), including a strong digital component. Air travel is experiencing unprecedented growth, and more and more business-to-business and high-end consumer products and services companies rely on airport advertising to reach their target audience. JCDecaux's innovative approach delivers that audience in the most effective way".

### 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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