

## JCDecaux wins the contract to provide advertising bus shelters for Montpellier's tramway and bus network

### Out of Home Media

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**Paris, September 21, 2010** – JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide in this industry, announces that following a competitive tender it has been awarded the contract to provide advertising bus shelters for Montpellier's tramway and bus network for a period of 19 years and six months. Held by Clear Channel Outdoor for the past 10 years, the contract was signed by the Montpellier Transport Authority (TAM) on behalf of the Montpellier urban community - *Communauté d'agglomération de Montpellier*- (France's 19<sup>th</sup> largest conurbation with a total of 412,000 inhabitants, Montpellier : France 8<sup>th</sup> largest city).

The contract covers the installation and maintenance of 561 advertising bus shelters for tramway lines 1 and 3 in addition to the entire bus network serving both the city and the surrounding urban area.

The contract covers a total of 1,560 6-sheet (2m<sup>2</sup>) advertising panels. The street furniture chosen for installation is the work of renowned architects or designers such as Lord Norman Foster and Philip Cox or is original JCDecaux creations.

**Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux**, said: *"This is a strategically important contract to have regained, consolidating JCDecaux's presence in the capital of the Languedoc-Roussillon region, a part of France particularly attractive to tourists, and underlining JCDecaux's commitment to quality and innovation. The contract strengthens JCDecaux's national network and our position as the leading Street Furniture company in France, benefiting our advertisers and their communication strategies."*

### JCDecaux Group, key figures:

- 2009 revenues: €1,918.8m; revenues for the first half of 2010: €1,110.6m
- 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 (428,000 advertising panels)
- No.1 worldwide in transport advertising with 163 airports and more than 300 transport contracts in metros, buses, trains and tramways (380,200 advertising panels)
- No.1 in Europe for billboards (230,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (239,600 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,040,600 advertising panels in 55 countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 9,940 employees

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