

JCDecaux Airport goes suave and spicy with Azzaro

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Paris, November 15, 2005 – JCDecaux Airport, a subsidiary of JCDecaux SA (Euronext Paris: DEC), the European market leader in outdoor advertising and the second largest worldwide, and Parfums AZZARO, one of the world's leading creators of perfume for men, recently installed the first tailor-made perfume diffuser/poster display systems in the Orly Sud and Roissy 2, Hall B airports timed to coincide with the launch of Azzaro's new SILVER BLACK perfume.

Starting on November 15, passengers will be exposed for one month to the campaign organized to promote the launch of SILVER BLACK, the new seduction perfume created by Azzaro. The fragrance will be released within a radius of up to 5 metres around 8 units offering a total of 17 advertising panels positioned close to the perfume stores under customs & excise authority.

Based on the principle of vaporization, the technology developed by PROLITEC – the European market leader in ambient scenting and olfactory marketing – allows the diffusion of a dry, volatile and environmentally friendly cloud of perfume.

The SILVER BLACK airport-based advertising initiative has been designed specifically for the airport environment to stimulate the senses of both sight and smell. The campaign's designers have created a perfect osmosis between visual and olfactory communication.

Isabelle Schlumberger, CEO of JCDecaux Airport, and Gérard Delcour, Chairman of Parfums Azzaro, are delighted with their partnership based on this innovative advertising campaign system.

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