

JCDecaux renews and expands the Cannes street furniture contract

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Mexico
Netherlands
Norway
Poland
Portugal
Russia
Serbia & Montenegro
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
Turkey
United Kingdom
United States
Uruguay

Paris, March 09, 2006 - - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and number two worldwide, has renewed and expanded – within the framework of a public tender competition – the street furniture contract for the city of Cannes for a period of 15 years.

This contract covers a total of 143 bus shelters, 160 Citylight panels, 85 Senior® (8m² panels) and 8 multi-service columns. The contract also includes the installation of 12 automatic public toilets including 7 offering universal access. The street furniture for this contract is particularly aesthetic and constitutes a world exclusive: the Mario Bellini design chosen for the bus shelters and multi-service columns, the 3 large-format, full colour screens making it possible to display dynamic images, and the 4 “sail” street furniture items (canvas displays) at the gates of the city. A series of 95 event-based 2m² displays will also be installed on the Croisette and near the Festival Hall, including 30 designed by Martin Szekely and 15 by Olivier Strebelle, representing true works of art.

A number of the bus shelters will be interactive: 15 Internet terminals will provide access to the city of Cannes’ website and enable users to send emails, 50 TFT screens will broadcast municipal information, and 30 bus shelters will offer Bluetooth connections.

Jean-Charles Decaux, Co-CEO of JCDecaux, commented: *“By awarding us this contract once again, the City of Cannes further reinforces JCDecaux’s position and its commitment to quality and innovation in the area of Street Furniture. The installation of interactive street furniture in the city, which hosts the most important events in the world of the cinema, advertising and music, reflects our determination to offer the very latest technology to cities and their inhabitants, and reinforces our position as number one in outdoor advertising in France.”*

Key information about the Group

- 2005 revenues: €1,745.2m
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards (190,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 715,000 advertising panels in 45 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 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

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 Soyser - 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