

Le 118 000 asserts a defining presence in the arrival areas of the five largest French airports with JCDecaux Airport

Out of Home Media

[Argentina](#)
[Australia](#)
[Austria](#)
[Belgium](#)
[Bosnia](#)
[Brazil](#)
[Bulgaria](#)
[Canada](#)
[Chile](#)
[China](#)
[Croatia](#)
[Czech Republic](#)
[Denmark](#)
[Estonia](#)
[Finland](#)
[France](#)
[Germany](#)
[Hungary](#)
[Iceland](#)
[India](#)
[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, April 26, 2006 – JCDecaux Airport, a subsidiary of **JCDecaux SA** (Euronext Paris: DEC), the market leader in outdoor advertising in Europe and in the Asia/Pacific region, and the second largest player in this industry worldwide, and **Le 118 000**, a subsidiary of **Telegate**, the leading provider of directory assistance services in Europe, recently established an omnipresent “red line” advertising presence in the arrival halls and taxi waiting areas of France’s 5 major airports.

Since **April 1st**, **Le 118 000** has been covering all the airport complexes of Paris (ADP), Nice, Toulouse, Lyons and Marseilles. Advertisements promoting the company are displayed both inside (baggage collection hall) and outside (taxi waiting areas) in large-format displays: adhesive window stickers, fence banners, totems, displays on the airport columns and guardrails along the queuing areas for taxis.

The **118 000** campaign is highly graphic with 13 different visuals conveying simple messages in formats ranging from 1m² to 56m². Altogether, more than 500m² of **Le 118 000** advertisements greet air travellers when they arrive every day.

Isabelle Schlumberger, General Manager of JCDecaux Airport took advantage of the launch of this campaign to make the following statement: *“JCDecaux Airport is supporting Le 118 000 in its strategy to capture new market share. To allow it to distinguish itself clearly from its competitors, we created a series of locations that are highly original in their form. The brightly coloured graphics welcome passengers and trigger the “118 000 reflex” in these arrival areas.”*

Key Figures for 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 46 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

For more information, contact :

Press Relations

Agathe Albertini
 Tel: +33 (0)1 30 79 34 99
 Fax: +33 (0)1 30 79 35 79
agathe.albertini@jcdecaux.fr

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 Soyier - 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