



**JCDECAUX TO PREMIERE MAGINK BILLBOARDS  
DURING 59<sup>th</sup> CANNES FILM FESTIVAL**

**Outdoor Advertising Industry Leader Launches First Network of  
Next Generation Digital Ink™ Displays**

**Paris, May 18, 2006** — JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, announced today that the Company will premiere a new generation of digital billboards based on magink display technologies' proprietary digital ink technology at the 59<sup>th</sup> Cannes Film Festival, May 17-28, 2006.

The magink digital ink billboards are installed at multiple highly trafficked venues in Cannes, including one located adjacent to the Palais des Festivals, the official home of the Cannes Film Festival. This new JCDecaux display will feature an array of full-motion video advertisements and information on the City of Cannes. magink digital ink is delivering full-color, full-motion, high resolution and high contrast images that use ambient light to enhance image quality and visibility — just like ink on paper.

**Bernard Brochand, Deputy and Mayor of Cannes** said: "Cannes, City of the picture par excellence, is proud to be the first town in the world to be installed with these new JCDecaux displays."

**Jean-Charles Decaux, Chairman of the Executive Board of JCDecaux**, said: "After years of research and careful consideration, we are prepared to take our most significant steps into the digital display era with magink. We believe magink billboards will provide JCDecaux and our clients with the most reliable digital technology and most dynamic digital displays available today. This pilot program undertaken with magink and its management team is a big first, it will enable us to provide to our customers new schemes for communication."

**Ran Poliakine, founder of magink**, added: "We are honored to work with such an innovative outdoor media company such as JCDecaux to help improve the urban landscape with our digital ink display technology. We believe it is apropos to do so in Cannes, where the world comes together to honor advancements in film and advertising each year."

## **About JCDecaux**

In 1964, Jean-Claude Decaux invented the street furniture concept, combining public services and advertising, and installed the first bus shelters in Lyon. Now, JCDecaux has more than 80,400 bus shelters in 30 countries. JCDecaux is the number one worldwide in street furniture and airport advertising (153 airports), and the number one in Europe in billboard advertising. The Group has 7,900 employees and is present in 3,400 cities with over 10,000 inhabitants in 46 countries. In 2005, it has generated a revenue of 1,745 million euros. JCDecaux is the only company in the world exclusively dedicated to outdoor advertising and the development of all related activities: street furniture, billboards, transport advertising, and event banners. In 2005, it became the leader in outdoor advertising in China.

For further information: <http://www.jcdecaux.com>.

## **About magink display technologies**

magink display technologies Inc. is a privately held company founded in 2000 with offices in Israel, United Kingdom and the United States. magink is the world's first developer and provider of full color digital ink displays. magink enables almost any surface of any size to be converted into a dynamic full color digital display, thus enhancing the way we receive information and changing the urban experience as we know it. magink is committed to the continuous development of its core digital ink technology, establishing a new digital display era for the Out-of-Home media market. The company offers Digital Networks of magink displays while providing a full solution including housing, design and proprietary content management software platform.

For more information: <http://www.magink.com>

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