JCDecaux

JCDecaux is selected for the Los Angeles Airports advertising 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
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, 11 September 2006 – JCDecaux SA (Euronext Paris: DEC), the Number 1 outdoor advertising company in Europe and Asia Pacific and the Number 2 worldwide announced today that the Board of Airport Commissioners of Los Angeles World Airports voted unanimously to approve the award to JCDecaux of a 10-year concession contract, including the extension option period, for advertising at LAX and Ontario airports.

With more than 60 million annual passengers, LAX is the world's fourth largest airport and was the last one in its category without an advertising program.

This contract also includes marketing, sponsorship and naming rights development opportunities.

This award is still subject to final approval by the Los Angeles City Council, which is expected early October. At this time, a further announcement will be made.

Key Figures for the Group JCDecaux:
- 2005 revenues: €1,745.2M, H1 2006 revenues : €945.8M
- 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 (200,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 725,000 advertising panels in 48 countries
- Present in over 3,400 cities with over 10,000 inhabitants
- 7,900 employees

For more information, contact:

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