

## JCDecaux renews 6 Street Furniture contracts in the Ile-de-France region

### Out of Home Media

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**Paris, September 21, 2006** – JCDecaux (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region, and number two worldwide today announced that following public tenders it has renewed six street furniture contracts in the Ile-de-France region recent months. The towns in question have a total population of more than 150,000.

These contracts incorporate nearly 500 2m<sup>2</sup> advertising panels, and 65 8m<sup>2</sup> advertising panels. The municipalities that chose JCDecaux are: Les Clayes-sous-Bois, Le Kremlin Bicêtre, Le Pecq, Meaux, Rungis and Saint-Germain-en-Laye. The street furniture installed in these towns was either designed by JCDecaux (the Hydra and Millenium models), or created by internationally renowned designers and architects: Philip Cox and Sir Norman Foster.

Commentating on the contract renewals **Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux**, said: *“These renewals are further evidence of JCDecaux’s commitment to quality, innovation and sustainable development in the area of Street Furniture and they reinforce our market leading position in outdoor advertising in France. Renewing these contracts will allow us to improve the efficiency and effectiveness of our network in the Ile-de-France region. This will in turn ensure that advertisers have greater exposure to their highly mobile target audience within the Paris region where, on average, 36.7 million journeys are made everyday.”*

### Key Figures for the JCDecaux Group:

- 2005 revenues: €1,745.2m, first half 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

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