

## Vélo'v® in Lyon: a record breaker with 30,058 rentals in one day

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**Paris, October 16, 2006** - JCDecaux (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and the number two worldwide, announces that Vélo'v®, the self-service bicycle system installed in Lyon and Villeurbanne in May 2005, broke a new record for rentals on 12 October, during a partial public transport strike.

With 30,058 rentals, Vélo'v® proved once again that it is not only complementary to public transport within the framework of Grand Lyon's multi-choice-transport policy but it is also a substitution solution during strikes.

Each of the 2,560 Vélo'v® available played its role as individual public transport by carrying 12 different cyclists throughout the day. The 69,000 subscribers and 3,091 users who bought weekly cards on this occasion saw their needs fulfilled and the peak of activity was absorbed thanks to the reliability and quality of the maintenance of the system installed by JCDecaux.

These are the guarantees which have led Brussels, Aix en Provence and Marseille to adopt the service which was created, developed and is managed by JCDecaux, the world's number one self-service bicycle provider and candidate for the Paris tender.

### **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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A public limited corporation with an Executive Board and Supervisory Board

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