

## Sandrine Mettetal is appointed Marketing & Business Development Director for JCDecaux's Southern Zone Transport business

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**Paris, November 7, 2006** – Sandrine Mettetal has been appointed Marketing & Business Development Director for JCDecaux's Southern Zone (South Europe, Middle East, Asia, South America) Transport business, a role that covers JCDecaux Airport as well as advertising in metros, stations, trains, buses and tramways.

Reporting directly to Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux SA, she will focus on the international development of the Transport business, with a particular emphasis on the Airport segment, and will assume responsibility for promoting Transport across the Group's Southern Zone.

Sandrine Mettetal had been Marketing Manager and a member of the Management Committees of JCDecaux Airport and JCDecaux Advertising since 2001. She will retain these functions and will work with Albert Asseraf, Strategy, Marketing & Research Director of JCDecaux in France.

Having obtained a degree in franchise network marketing, Sandrine Mettetal (40) began her career in 1988 as a market research officer in the Express Group before moving to BC Editions in 1992 where she was latterly the Manager of Marketing & Communications. In 1994, she joined the IP Group to assume responsibility as Marketing Manager of RCI Inflight and, in 2000, she was appointed Marketing Manager of the production agency of the Desfossés Group (*Radio Classique, La Tribune, etc.*), a position that allowed her to consolidate her 'plurimedia' expertise.

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