



**JCDecaux is organizing its 1st online auction
for the benefit of the Telethon:
3 advertising panels on the Champs-Élysées up for auction**

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Paris, November 22, 2006 - JCDecaux, a partner of the French Muscular Dystrophy Association since 2002, is organizing its 1st online auction for the benefit of the Telethon. On this occasion, the company will accept bids for three of its most highly prestigious advertising panels on the Champs-Élysées in Paris.

Open to all interested companies, this online auction will run from 10 o'clock a.m. to 6 o'clock p.m. on Tuesday December 5.

All companies that have previously registered on www.jcdecaux.com will be able to take part in this auction sale whose proceeds will be donated to the Telethon.

The company with the highest bid at 6 o'clock p.m. on December 5 will be attributed three advertising panels on the following street furniture items:
- A bus shelter at 60, avenue des Champs-Élysées,
- A 2m² Citylight free-standing information panel at 74, avenue des Champs-Élysées,
- An 8m² scrolling backlit panel at 116, avenue des Champs-Élysées.

The company that wins the auction will pay the full amount of its bid to the French Muscular Dystrophy Association.

At the end of the auction, JCDecaux will display, from 6 o'clock p.m. Friday, December 8, 2006, to 9 o'clock a.m. Sunday, December 10, a visual on the three dedicated panels that includes the logo of the company placing the highest bid along with the following text "[logo of the company] offers this advertising space to the Telethon [logo of the Telethon] ». (Cf. photo enclosed)

Timetable of the online auction organized by JCDecaux on www.jcdecaux.com:

- **Registration for the auction: from November 22 to December 4**
- **Date of the auction (only accessible to previously registered companies): December 5, starting at 10 o'clock a.m.**
- **End of the auction: December 5, at 6 o'clock p.m.**

**All the details are available at www.jcdecaux.com.
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