

**JCDecaux auction sale for the benefit of the Telethon:  
*La vache qui rit* places the highest bid with three advertising panels  
on the Champs-Élysées in Paris**

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**Paris, December 6, 2006** - JCDecaux, a partner of the French Muscular Dystrophy Association (AFM) since 2002, announces that Fromageries Bel, through his main brand *La vache qui rit*, has placed the highest bid in its first "inline auction for the benefit of the Telethon" operation. As a result, Fromageries Bel is offering €10,050 to the Telethon for the use of three advertising panels on the Champs-Élysées in Paris.

Six companies took part in this auction organized on behalf of the Telethon. A poster highlighting Fromageries Bel will be displayed from 6 o'clock p.m. Friday, December 8 to 9 o'clock a.m. Sunday, December 10 on the following street furniture items:

- A bus shelter at 60, avenue des Champs-Élysées,
- A 2m<sup>2</sup> Citylight free-standing information panel at 74, avenue des Champs-Élysées,
- An 8m<sup>2</sup> scrolling backlit panel at 116, avenue des Champs-Élysées.

At the end of this first auction sale, **Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux**, made the following statement: *"This year, JCDecaux has expanded the way it supports the Telethon and is delighted that Fromageries Bel has been able to offer three flagship locations on the Champs-Élysées to the Telethon. Thanks to this operation, Fromageries Bel and JCDecaux are actively supporting the research effort made by AFM."*

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