

## JCDecaux wins the public tender for street furniture and self service bicycles in Seville for 20 years

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**Paris, 21 March 2007** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region and number two worldwide, announced that its Spanish subsidiary has won a public tender for the city of Seville to install and operate **500** 2m<sup>2</sup> scrolling advertising panels as well as to install, maintain and manage 2,500 self-service bicycles and 250 stations for a period of 20 years. The bid, in which Clear Channel also participated, was unanimously selected by both the technical managers and political representatives.

Seville will be the third Spanish city after Gijon and Cordoba to benefit from Cyclocity<sup>®</sup>, the self-service bicycle hire service designed and developed by JCDecaux, which offers an ecologically-friendly, simple and cheap means of transport, for short trips around the city.

Number 1 worldwide for self-service bicycles, JCDecaux has already set up this new type of individual public transport system outside Spain, in Vienna (Austria) as well as in Lyon (France) and Brussels (Belgium). Over the next few months, it will also be rolled out in Marseille, Aix-en-Provence, Mulhouse and Paris, where the largest system in the world will be installed with 20,600 self-service bicycles.

Establishing Cyclocity<sup>®</sup> in Seville, the fourth largest city in Spain with a population of 700,000, demonstrates that this concept is increasingly being considered by cities when developing new urban travel policies. As the bicycle scheme in Lyon has shown, the public has immediately welcomed this intermodal vehicle, that is indicative of a new division of public spaces with its permanent availability, ease of use and respect for the environment.

**Jean-Charles Decaux, Chairman of the Board and Co-CEO of JCDecaux, stated:**  
*"In Cordoba and Gijon, Spain was one of the pioneers of the new concept of self-service bicycles, the first individual form of public transport that is now revolutionising city life. We are proud that Seville has given us the opportunity once again not only to demonstrate our expertise in terms of quality, innovation and sustainable development but also to deploy an unparalleled commercial offering in Spain. Present in the 15 largest Spanish cities, we are consolidating our N°1 positions in Street Furniture and Outdoor Advertising, and are now in a position to offer advertisers attractive and effective networks."*

## Key Figures for the Group:

- 2006 revenues: €1,946.4 million
- 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 (334,000 advertising panels)
- N°1 worldwide in airport advertising with 141 airports and around 300 transport contracts in metros, buses, tramways and trains (213,000 advertising panels)
- N°1 in Europe for billboards (216,000 advertising panels)
- N°1 in outdoor advertising in China (83,000 advertising panels in 21 different cities)
- N°1 worldwide in self service bicycles
- 763,000 advertising panels in 48 countries
- Present in 3,500 cities with over 10,000 inhabitants
- 8,100 employees

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