

## Nantes Métropole is going in for a large scale display with JCDecaux Airport Innovate and is letting its “fanatics” speak for it!

**Paris, 27 June 2007** - JCDecaux Airport, a JCDecaux SA subsidiary, the number one outdoor advertising company in Europe and in the Asia-Pacific region and number two worldwide, is promoting Nantes Métropole with JCDecaux Airport Innovate.

### Communication Extérieure

With furniture especially designed for the campaign, Nantes Métropole is taking the floor and offering airline passengers the opportunity to discover portraits of the personalities from Nantes that are helping to spread the area's fame.

For the first time in France, JCDecaux Innovate is accompanying the Nantes Métropole communication campaign, which is entitled “Les fous de Nantes Métropole” [“Nantes Métropole fans”]. A number of giant books, free to look at, will be available right at the centre of the flow of air passengers through not only the Paris airports but also some regional ones.

From 27 June to 10 July 2007, twelve giant books each with fourteen 1 m<sup>2</sup> pages (80 x 120) will be installed in the following airports: Orly West, Orly South, Paris-CDG3, as well as Lyon, Marseille Provence 2, Bordeaux, Lille and Beauvais.

An original and appropriate way of capturing the attention of travellers while they are waiting... An emerging message displayed within the airport medium, an innovation showcase for exclusive projects.

“They are fanatical about Nantes at two levels,” says **Frédéric Vasse, director of communication for the urban community**. “They are fans because they have this spirit, this creative freedom and because they love Nantes so much that they have agreed to be involved in the campaign to promote the area. You've got it - Nantes speaks with a cultural accent!”

In relation to this campaign, **Isabelle Fourmentin, Deputy Executive Vice President of JCDecaux Airport** stated: “This campaign is a great first in the world of city communication. Especially set up and presented for Nantes Métropole and tailor made by the JCDecaux Airport Innovate teams, the campaign shows our new department's capacities to continuously innovate, offer appropriate solutions for every one of our customers and make airports throughout France a relevant communication network. The campaign will reach more than 1.8 million air passengers as they leave for their holidays.”

#### JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; Q1 revenues: €473.1m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and FTSE4Good indexes
- No.1 worldwide in street furniture (334,000 advertising panels)
- No.1 worldwide in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, trains and tramways (213,000 advertising panels)
- No.1 in Europe for billboards (216,000 advertising panels)
- No.1 in outdoor advertising in China (83,000 advertising panels in 21 cities)
- No.1 worldwide for self-service bicycle hire
- 763,000 advertising panels in 48 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 8,100 employees

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