

JCDecaux awarded the self-service bicycle contract for Toulouse

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Paris, September 3rd, 2007 - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide in this industry, has successfully completed a competitive tender process and been awarded the contract for a self-service bicycle hire system in Toulouse (390,350 inhabitants) for a period of 15 years.

This contract includes an initial, confirmed package of 135 cycle racks and 1,470 bicycles followed by 3 provisional further packages that, if agreed, would boost the entire service to 253 cycle racks and a total of 2,400 bicycles.

The advertising street furniture installed at the cycle racks will cover part of the financial aspects of the contract, another part being covered by the local community whose financial contribution will be reduced by the amount of bicycle rental charges paid directly to the City. Advertising carried on the bicycles will also help finance the service.

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"The installation of Cyclocity® in Toulouse, a decision that further strengthens our position as world leader in self-service bicycle hire, proves that this new form of individual public transport, invented and developed by JCDecaux, is increasingly attracting the attention of the municipal authorities. By the end of 2007, JCDecaux will offer more than 30,000 self-service bicycles in more than 10 cities in France, Belgium, Austria and Spain. It is clear that self-service bicycle hire in the city now constitutes a firmly established trend. It represents an urban revolution at the beginning of the century."*

JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; 1st half revenues: €1,019.0m
- 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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