

JCDecaux wins the contract for advertising street furniture and self-service bicycles in Rouen

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Paris, September 10, 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 been awarded a 14-year contract for street furniture and a self-service bicycle hire system in Rouen (106,592 inhabitants) following a competitive tender process.

The renewed and extended contract for advertising street furniture concerns 150 2m² city information panels (CIP[®]), 80 8m² displays and 8 information columns. The contract covers a total of 430 advertising panels.

250 bicycles and 20 Cyclocity[®] cycle racks will also be installed, financed by advertising on the street furniture and revenues derived from operating the self-service bicycle hire system. This makes Rouen the 1st city in Western France to adopt this new form of individual public transport characterised, in particular, by the opportunity for users to obtain a bicycle immediately by using their bank card.

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"This new contract reinforces JCDecaux in its commitment to quality, innovation and sustainable development in the Street Furniture area. The adoption of Cyclocity[®] in Rouen demonstrates that this concept, invented and developed by JCDecaux, is increasingly taken into consideration by the municipal authorities when drawing up their new urban transport policies. After Vienna (Austria), Cordoba and Gijon (Spain), Lyon, Brussels, Aix-en-Provence, Paris, Marseille, Mulhouse, Besançon et Toulouse, this new contract with Rouen further consolidates our No. 1 position worldwide in self-service bicycle hire."*

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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