

English lessons in the heart of Paris Orly-Ouest airport, thanks to Aisne Departmental Council and JCDecaux Airport

Paris, September 18, 2007– JCDecaux Airport, a subsidiary of JCDecaux SA, the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide in this industry, recently installed a new form of event-based advertising for Aisne Departmental Council inside Terminal 2 at Paris Orly-Ouest airport.

The campaign, first launched on September 1 by Aisne Departmental Council is directly targeted at passengers from the greater Paris region (Ile de France) taking shuttle flights to cities in the provinces. The Departmental Council chose this slightly offbeat way to communicate with decision-makers and regular passengers (Orly-Ouest traffic in September 2006: 1.3 million passengers*) to help them put their time waiting for flights to good use and to highlight the advantages of the Aisne region: close to Paris, welcoming to foreigners, a good quality of life, etc.

Using the expertise of its Innovate Department, JCDecaux Airport developed four tailor-made, 100% interactive displays that offer rather unusual and amusing English lessons in the form of original video sequences. The campaign includes 42" touch-sensitive plasma screens, audio headphones and the opportunity to download a tune played on an accordion and access to the website www.aisne.com.

When this campaign was launched, **Isabelle Fourmentin, Executive Vice-President of JCDecaux Airport** said: *"This campaign was specially designed for Aisne Departmental Council and tailor-made by JCDecaux's Innovate team. This campaign is part of a new wave of 100% interactive advertising booked by local and regional authorities (the Government of Andorra in January and Greater Nantes in June) who have chosen airport advertising as their preferred medium."*

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, Dow Jones Sustainability 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

JCDecaux

Press Relations

Nathalie Delebarre

Tel: +33 (0)1 30 79 35 38

nathalie.delebarre@jcdecaux.fr

*: Source - ADP

JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777

Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Montenegro
Norway
Poland
Portugal
Russia
Serbia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan