

JCDecaux renews eight Street Furniture contracts in the Greater Paris (Ile-de-France region)

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Paris, October 29, 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 renewed eight street furniture contracts in the Greater Paris (Ile-de-France region) over the past few months following competitive tenders. The cities represent a total population of nearly 200,000 inhabitants.

These contracts include a total of **674 2m² advertising panels** and **116 8m² Senior[®] displays**. The local authorities that have chosen JCDecaux are the following: Arcueil, Chaville, Garches, Meudon, Noisiel, Les Pavillons-sous-Bois, Savigny le Temple and Vincennes. The street furniture products to be installed have been designed by JCDecaux (Millénium, Murano and Héritage).

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"We are delighted that these cities have chosen JCDecaux, reinforcing our commitment to quality, innovation, and sustainable development in street furniture. The contracts also consolidate our leading position in outdoor advertising in France. These contracts will help us to further improve the effectiveness and performance of our network of advertising displays in the Greater Paris (Ile-de-France region), an area that represents 2% of the French territory with 19% of the French population, and 29% of national GDP."*

JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; 2007 H1 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

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