

JAPAN:

**MCDecaux is now present in sixteen of the twenty largest Japanese cities after the wins of 3 new cities for 20 years :
Kawasaki, Sendai and Sagamihara**

Out of Home Media

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India
Ireland
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Luxembourg
Malaysia
Norway
Poland
Portugal
Qatar
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Paris, January 9, 2008 – JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide, announces that **MCDecaux** (a joint venture between JCDecaux SA and Mitsubishi Corporation, in which JCDecaux owns a 60% interest), has won three new contracts.

These 20-year contracts concern the cities of:

- Kawasaki, 9th largest Japanese city with 1.3 million inhabitants (contract signed with a private bus operator),
- Sendai, 12th largest city with 1 million inhabitants, one of the principal Japanese advertising markets (contract signed with the city authorities),
- Sagamihara, 19th largest Japanese city with 0.7 million inhabitants (contract signed with a private bus operator).

MCDecaux has won contracts with sixteen of the twenty largest cities in Japan, and thirty in the top 50, representing a potential audience of 28.5 million inhabitants. Over the next five years, these contracts will enable MCDecaux to provide a potential 3,500 bus shelters and 7,000 advertising panels. MCDecaux's continued development in Japan's urban areas, follows a positive response from the public to Cityscape, the local bus shelter network launched in 2004.

In 1999, MCDecaux became the first international outdoor advertising company to enter the Japanese market. Providing high-quality and innovative bus shelters, MCDecaux is currently working with the Japanese designer GK Sekkei to trial bus shelters with roofs covered by grass. Thanks to lightweight sheets of artificial grass containing seeds that require no watering, the bus shelter roofs remain green at all times.

In addition to a modest environmental contribution through a reduction of CO₂, this innovation responds to the public's desire for a greener urban environment.

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"These important contracts with sixteen of the twenty largest cities in Japan underlines MCDecaux's unique ability to offer advertisers and their advertising agencies a nationwide coverage in cities and in shopping centres. MCDecaux is the leading bus shelter advertising company in Japan, a strategically important position as Japan is the 2nd largest advertising market in the world, worth about €39 billion every year, of which 11.5% is spent on outdoor advertising. This dynamic development in the Japanese market strengthens JCDecaux's position as the No.1 street furniture advertising provider worldwide."*

JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; revenues for the first 9 months of 2007: €1,506.9m
- 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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