



JCDecaux Wins 10-Year Advertising Concession Contract for San Diego International Airport

Out of Home Media

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Germany
Iceland
India
Ireland
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Norway
Poland
Portugal
Qatar
Russia
Singapore
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Spain
Sweden
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Thailand
The Netherlands
Turkey
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan

Paris, March 5, 2008 – JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide announced today that it has entered into a contract for the advertising concession at San Diego International Airport (SAN). The 10-year contract, for which JCDecaux Airport was selected over several interested parties, will commence on July 1, 2008.

With more than 18 million passengers a year, San Diego International Airport is the second largest airport in Southern California.

Jean-François Decaux, Chairman of the Executive Board and co-CEO of JCDecaux said: "We are delighted to add San Diego International Airport to our portfolio of prestigious North American airports, which now includes the 4 largest airports in Southern California, allowing us to offer full coverage of this most vibrant economic region to our advertising clients. We will implement the same type of contemporary advertising at San Diego International Airport that we already offer at Los Angeles, LA/Ontario and Orange County International Airports, including a strong digital component. The advertisers' response to our high-quality, innovative offering has been excellent, and we look forward to making San Diego International Airport benefit from our success as well".

Key Figures for the Group:

- 2007 revenues: €2,106.6 million
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- N°1 worldwide in street furniture (351,000 advertising panels)
- N°1 worldwide in transport advertising with 145 airports and over 300 transport contracts in metros, buses, tramways and trains (386,000 advertising panels)
- N°1 in Europe for billboards (215,000 advertising panels)
- N°1 in outdoor advertising in China (219,000 advertising panels in 23 different cities)
- N°1 worldwide in self service bicycles
- 952,000 advertising panels in 54 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 8,900 employees

Press Relations

Agathe Albertini
Tel.: +33 (0) 1 30 79 34 99
Fax: +33 (0) 1 30 79 35 79
agathe.albertini@jcdecaux.fr

Investor Relations

Alexandre Hamain
Tel.: +33 (0) 1 30 79 79 93
Fax: +33 (0) 1 30 79 77 91
alexandre.hamain@jcdecaux.fr

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