

## Elisabeth Cialdella is appointed Marketing Manager of JCDecaux Airport France and JCDecaux Artvertising

**Paris, 20 May 2008**, Elisabeth Cialdella joined the Group on May 19, 2008 to assume responsibility as Marketing Manager of JCDecaux Airport France and JCDecaux Artvertising.

Elisabeth Cialdella (41) graduated from the INSEEC Paris School of Business Administration. She began her career in 1990 as Head of Media Advertising in Régie 5 (the advertising sales division of the La 5 TV channel). In 1992, she moved to France Télévisions Publicité to take up a position as Media Group Head within the Marketing & Research Department. In 1997, she was appointed Deputy to the Marketing Manager and Head of the Mediavision Research Department, cinema advertising sales. In 2002, Elisabeth became Director of Marketing & Communications of the free daily newspaper 20 Minutes France.

A member of the Management Committees of JCDecaux Airport and JCDecaux Artvertising, Elisabeth Cialdella reports to Albert Asséraf, Executive Vice-President Strategy, Marketing & Research of JCDecaux in France.

Elisabeth Cialdella succeeds Sandrine Mettetal, who previously held this function together with that of Marketing & Business Development Director for JCDecaux's Southern Zone Transport business, a position to which she now devotes herself exclusively, reporting directly to Jean-Charles Decaux.

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