

## JCDecaux wins the competitive bid to supply advertising Street Furniture and the self-service bicycle hire scheme to the *Communauté d'Agglomération de Cergy-Pontoise*

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**Paris, June 12, 2008** – 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, announces that, following a competitive tender process, it was recently awarded the contract to provide, firstly, advertising street furniture and self-service bicycles to the *Communauté d'Agglomération de Cergy-Pontoise* (an inter-municipal area with a total of 185,000 inhabitants) for a period of 15 years; and, secondly, to supply street furniture for the towns of Cergy, Eragny, Jouy le Moutier, Osny, Pontoise and Vauréal, again for a period of 15 years.

The contract covers the installation and maintenance of 301 advertising bus shelters, including 45 with passenger information systems; 161 2m<sup>2</sup> MUPI® city information panels; 79 8m<sup>2</sup> billboards and 8 12m<sup>2</sup> displays as well as the installation of 40 self-service bicycle docking stations equipped with 350 bicycles. The new contract totals 763 2m<sup>2</sup> advertising panels and 199 8m<sup>2</sup> billboards.

Following the launch of Vélo'v in Lyon, France in 2005, JCDecaux continues to drive the development of the innovative self-service bicycle hire concept in France and elsewhere. Now present in a total of 16 towns and cities - Vienna (Austria), Cordoba, Gijon and Seville (Spain), Brussels (Belgium), Paris, Marseille, Aix-en-Provence, Toulouse, Rouen, Besançon, Mulhouse, Amiens, Luxembourg and Nantes - and 2 inter-municipal structures (La Plaine and Cergy-Pontoise), the service has to date generated 35 million individual rentals.

The world leader in self-service bicycle hire, JCDecaux allows users to take out a subscription for one day, one week or one year thanks to an easily accessible, exclusive electronic payment system that considerably simplifies the rental process for users.

**Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux SA**, made the following statement: *"The installation of this self-service bicycle hire scheme, a truly eco-friendly way of travelling, in a major activity centre in the Paris region, will allow a larger number of people living in the greater Paris region to enjoy access to this new form of individual public transport. In this way, JCDecaux is helping to improve the quality of life in the Communauté d'Agglomération de Cergy Pontoise. This contract helps us to further improve the effectiveness and performance of our network of advertising displays in the Ile-de-France region, 2% of the country that boasts 19% of the French population, and 29% of national wealth."*

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A public limited corporation with an Executive Board and Supervisory Board  
Registered capital of 3,400,557.51 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

**JCDecaux Group, key figures:**

- 2007 revenues: €2,106.6m; revenues for the first quarter of 2008: €482.2m
- 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 (351,000 advertising panels)
- No.1 worldwide in airport advertising with 145 airports and more than 300 transport contracts in metros, buses, trains and tramways (386,000 advertising panels)
- No.1 in Europe for billboards (215,000 advertising panels)
- No.1 in outdoor advertising in China (219,000 advertising panels in 23 cities)
- No.1 worldwide for self-service bicycle hire
- 952,000 advertising panels in 54 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 8,900 employees

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