

## “VéLOstan’Lib” in Nancy: successful launch with 1,500 rentals in the space of 5 days

**Paris, October 2, 2008** - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, and No.1 worldwide in self-service bicycle hire, announces that VéLOstan’Lib (the self-service bicycle hire scheme adopted by the City of Nancy) was officially launched on Saturday, September 27. The scheme attracted considerable public interest with 1,500 individual rentals in the space of five days. More than 600 long and short term subscriptions have been taken out.

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VéLOstan'Lib is a network of 25 docking stations and 250 bicycles available for public use immediately. The new service will allow users to take advantage of more than 50 kilometers of dedicated lanes reserved for cyclists created within the city limits.

After dynamically pursuing the development of the self-service bicycle hire concept in France following the launch of Vélo’v in Lyon in 2005, a growing number of cities now enjoy its innovative service: Vienna (Austria), Cordoba, Gijon and Seville (Spain), Brussels (Belgium), Paris and 30 suburban cities, Marseille, Aix-en-Provence, Toulouse, Rouen, Besançon, Mulhouse, Amiens, Luxembourg and Nantes, in addition to La Plaine and Cergy-Pontoise ie 60 cities and more than 57 million individual rentals already generated. 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**, said : *“JCDecaux is delighted to count the urban community of Nancy among the cities that have chosen our self-service bicycle hire scheme. Thanks to this innovative solution, our company – the No.1 worldwide specialist in self-service bicycle hire – has reinvented bicycle use in urban environments based on the principle that bicycles represent a fantastic complement to the public transport system. By making it available for the inhabitants of Nancy and in the municipalities concerned by the display, we are providing an universally accessible service, and, speeding up the transformation towards a more sustainable society.”*

### JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m; 1<sup>st</sup> half 2008 revenues: €1,067.6m
- 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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