

JCDecaux wins the contract for universal access automated public toilets for the City of Paris.

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Paris, October 13, 2008 - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide, has been awarded the contract to provide the City of Paris with universal access automated public toilets, following a competitive tender. This agreement will run for a period of 15 years.

The contract covers the design, manufacture, installation and operation of 400 universal access automated toilets. These modern, spacious and brightly lit conveniences were created by the designer Patrick Jouin. This new range of toilets is designed to be eco-friendly thanks to the use of recyclable materials in their manufacture and to the use of rainwater for their upkeep. Accessible to all (visually- or motor-impaired individuals, etc.), these facilities will be available to the public free of charge.

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: *“With a total of 400 universal access automated public toilets, this rental contract – the largest of its kind worldwide – demonstrates our expertise in this particular area with a concept invented by JCDecaux 26 years ago. The total number of units of public toilets managed by JCDecaux reaches almost 3,000 units, generating more than 306 million visits since 1982. By renewing this contract with JCDecaux, the City of Paris is acquiring a new network of aesthetically pleasing and ecologically designed street furniture to fully satisfy the criteria of its socially responsible and eco-friendly approach.”*

JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m; 1st 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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