

**JCDECAUX AND NEWS CORPORATION CALL OFF DISCUSSIONS REGARDING NEWS OUTDOOR GROUP**

PARIS and NEW YORK, October 14, 2008 - JCDecaux SA (Euronext Paris: DEC) and News Corporation (NYSE: NWS, NWS.A) have ended discussions regarding a potential transaction relating to News Outdoor Group. Both companies recognize that economic and capital market conditions have made it increasingly difficult to conclude strategic partnerships on this scale.

On September 11, 2008, JCDecaux announced that the two companies had entered into exclusive discussions regarding a potential transaction that contemplated the combination of certain assets of JCDecaux and News Outdoor Group for cash and shares. JCDecaux is the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide. News Outdoor Group is the leading outdoor advertising company in Russia with operations in a range of markets.

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