

JCDecaux announces the creation of JCDecaux OneWorld

Out of Home Media

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Japan
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Luxembourg
Malaysia
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Norway
Oman
Poland
Portugal
Qatar
Romania
Russia
Serbia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
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Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, 26 January 2009 – 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 today that it has enhanced the sales and marketing support for clients, media and advertising agencies with the formation of a single entry point for all global sales and marketing initiatives, JCDecaux OneWorld.

The new company will give streamlined access to JCDecaux's unique outdoor portfolio of assets across the world as best suits the needs of the individual advertiser and advertising agency customers. This innovation will permit further development by the JCDecaux Group of strategic partnerships throughout the world.

The creation of JCDecaux OneWorld reflects an increased focus on operational marketing and has been formed by combining the existing JCDecaux OneStopShop international sales organisation with Group marketing division JCDecaux WorldLink. The new company will have responsibility for international sales and marketing in all business areas, including the airport division, and specifically allows customers to benefit from the cross-modal possibilities which exist within our product portfolio.

JCDecaux OneWorld will generate additional benefits to JCDecaux's international customers via a single clear access point to the leading company in outdoor advertising; media's most globally consolidated industry.

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: *"The creation of JCDecaux OneWorld will benefit our major international customers in many sectors who increasingly recognise the value of a partnership approach with JCDecaux. By simplifying access to our portfolio of products and services via a single entry point to the group this move further underscores our commitment to making outdoor more accessible and valuable within our clients' communication strategies in order to gain efficiency. JCDecaux has again demonstrated it has the best infrastructure in street furniture, transport and billboard advertising to deliver a cohesive partnership across the 55 different markets where we operate."*

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,373,250.96 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m; revenues for the first 9 months of 2008: €1,563.2m
- 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 transport 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 55 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 8,900 employees

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