

JCDecaux renews its advertising street furniture contract with the city of Reims for a 12-year period

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Paris, February 9, 2012 – JCDecaux SA (Euronext Paris: DEC), the world's number one outdoor advertising company, announces that following a competitive tender process it has been awarded the street furniture advertising contract by the city of Reims (187,200 inhabitants) for a 12 year period.

This contract covers the installation and maintenance of 200 MUPI® 2m² free-standing information panels, 50 large-format (8m²) Senior® billboards, and 5 Morris columns, representing a total of 750 advertising panels.

Jean-Charles Decaux, co-CEO of JCDecaux said: *"We are delighted that Reims, the 12th largest city in France and a long-term partner of JCDecaux has chosen to renew our contract. This decision underlines our commitment to quality, innovation and sustainable development and provides the capital city of Champagne-Ardennes' region with high-quality street furniture in premium locations. This contract consolidates JCDecaux's position as the leading Street Furniture company in France, enhancing the reach of JCDecaux's national network and benefiting advertisers and their communication strategies."*

Key Figures for the Group:

- 2011 revenues: €2,463m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Dow Jones Sustainability indexes
- No.1 worldwide in street furniture (427,200 advertising panels)
- No.1 worldwide in transport advertising with 184 airports and nearly 300 contracts in metros, buses, trains and tramways (369,900 advertising panels)
- No.1 in Europe for billboards (226,700 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (239,600 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,023,900 advertising panels in more than 50 countries
- Present in 3,600 cities with more than 10,000 inhabitants
- 9,940 employees

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