



**JCDECAUX AND NBC UNIVERSAL FORM NEW COMPANY
TO OFFER STREET FURNITURE AND NEW ADVERTISING OPPORTUNITIES
TO NEW YORK CITY**

**NBCDecaux Submits Bid
For World's Largest Street Furniture Contract**

PARIS, September 14, 2004 – JCDecaux, the worldwide leader in street furniture, and NBC Universal, one of the world's leading media and entertainment companies, today announced the formation of a joint company named NBCDecaux. The company was formed to respond to a Request for Proposals (RFP) issued by the City of New York for a 20-year coordinated "street furniture" program, supported by the sale of advertising. The partnership submitted its proposal today to the New York City Department of Transportation, which is overseeing the City's street furniture program.

With requirements for the design, installation and maintenance of up to 3,500 bus shelters, 330 newsstands and other public amenities throughout New York City, the RFP seeks to enhance the city's streetscape and provide important public services for all New Yorkers, including reducing sidewalk clutter and enhancing pedestrian safety. The RFP also contemplates that the City will share in the advertising revenues.

The JCDecaux Group pioneered the concept of "street furniture" four decades ago, by expanding the outdoor advertising medium to bus shelters, newsstands and other public amenities. In addition, the Group sells advertising in airports, subways and malls. Beginning more than 10 years ago, the company brought its street furniture to North America – with installations in Chicago, San Francisco, Los Angeles and Vancouver, and in airports and shopping malls throughout the U.S. New Yorkers will recognize the JCDecaux name from its advertising programs at John F. Kennedy and LaGuardia airports. Today, JCDecaux provides more than 630,000 advertising faces in 3,500 cities all over the world.

The cornerstones of JCDecaux's global success are impeccable maintenance and innovative designs. World-renowned architects are commissioned to create exclusive street furniture collections adapted to the streetscape of each city. City officials and advertisers from around the world have praised the design and maintenance standards of JCDecaux's street furniture, as well as the contribution it has made to enhance the quality of urban life.

NBC Universal and JCDecaux are now combining their expertise to better serve local and national advertisers by offering a broad range of high-quality advertising locations.

“NBC is to in-home advertising what JCDecaux is to out-of-home advertising – we both create first-class environments that enhance the messages our advertisers want to deliver,” said **Bob Wright, Chairman and CEO of NBC Universal**. “WNBC is the leading television station in the New York market. Putting the strength of WNBC and Telemundo’s WNJU, our New York Spanish-language station, together with JCDecaux will allow NBCDecaux to better serve the public and give advertisers some extremely desirable settings in which they can reach a wide cross-section of New Yorkers.”

Jean-François Decaux, Co-CEO of JCDecaux Group worldwide, summed up the new venture by saying, “JCDecaux has the experience to deliver a cutting-edge street furniture collection for New York – incorporating superb design, fine craftsmanship and lasting beauty together with scrupulous maintenance. And with NBC Universal, and its local stations WNBC and WNJU, this great team has the ability to deliver maximum value to the City of New York. When the whole is greater than the sum of the parts, that’s synergy.”

JCDecaux North America, part of the worldwide JCDecaux Group, owns 70% of the new company, with the balance owned by NBC Universal. Both companies are headquartered in New York City.

NBCDecaux, a New York limited liability company, was formed pursuant to an operating agreement executed by the parties.

NOTE TO EDITORS: Images of JCDecaux street furniture in cities throughout the world are available for downloading at www.jcdecauxna.com.

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About NBC Universal

NBC Universal is one of the world’s leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates the No. 1 television network, the fastest-growing Spanish-language network, a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% controlled by Vivendi Universal. Visit www.nbcuni.com for more information.

About the JCDecaux Group

A publicly listed company since 2001, JCDecaux is number one worldwide in both street furniture and airport advertising, and the number one billboard operator in Europe. The company maintains a total of 630,000 advertising faces in 3,500 cities in 43 countries on five continents. Everyday, JCDecaux reaches more than 150 million people worldwide via its outdoor advertising. JCDecaux posted revenues of over 1.5 billion Euros (US\$1.7 billion) in 2003.

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