JCDecaux

JCDecaux wins the competitive bid to provide a self-service bicycle hire scheme for the Urban Community of Greater Nancy

Paris, July 17, 2008 – 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 that it has been awarded, following a competitive tender, the 10-year contract to provide a self-service bicycle hire scheme for the Urban Community of Greater Nancy (270,000 inhabitants).

The rental contract with the Urban Community covers the supply, installation, upkeep and maintenance of 25 self-service docking stations and 250 bicycles for the initial phase (the contract will eventually comprise 105 docking stations and 1,050 bicycles).

After driving the development of the self-service bicycle hire concept in France following the launch of Vélo'v in Lyon in 2005, JCDecaux is continuing to provide its innovative service to a growing number of towns and cities: Vienna (Austria), Cordoba, Gijon and Seville (Spain), Brussels (Belgium), Paris, Marseille, Aix-en-Provence, Toulouse, Rouen, Besançon, Mulhouse, Amiens, Luxembourg and Nantes. These 16 towns and cities and 2 inter-municipal structures (La Plaine and Cergy-Pontoise) have, to date, generated more than 50 million individual rentals. The world leader in self-service bicycle hire, JCDecaux allows users to take out a subscription for a day, a week or a year thanks to an easily accessible, exclusive electronic payment system that considerably simplifies the rental process. This service will also be made available over the next few months to the inhabitants of some thirty municipalities in the Paris vicinity.

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, made the following statement: *"The installation of this self-service bicycle hire scheme, a truly eco-friendly means of transport, in the Urban Community of Nancy reinforces our position as the world's leading specialist in self-service bicycle hire schemes. This new form of individual public transport, designed and developed by JCDecaux, is generating an increasing amount of interest on the part of municipal authorities, acutely aware of the problem of sustainable mobility."*

JCDecaux Group, key figures:
- *2007 revenues: €2,106.6m; revenues for the first quarter of 2008: €482.2m*
- *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 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*