

Paris, February 10, 2009

**A "first" in France:
PagesJaunes Groupe and JCDecaux Airport make local information
available in Paris airports and five regional airports**

- *From February 10, 2009, interactive terminals offering free access to the key services provided by PagesJaunes Groupe – pagesjaunes.fr and mappy.com – will be installed in major French airports*
- *The unique combination of an interactive advertising medium and local information services within an airport environment*

PagesJaunes Groupe, the leading specialist in online directories and yellow pages advertising in Europe, and JCDecaux Airport, the world's No.1 airport advertising company, have teamed up to develop a unique local information service in major French airports. The service will run in airports including: Bordeaux, Lyon, Marseille, Nice, Orly West and South, ADP Paris airport authority and Toulouse, accounting for 90%¹ of air traffic in France.

The partnership will give passengers access to local information – completely free of charge – via interactive terminals installed in the departure hall and the boarding and arrival areas of airports.

PagesJaunes Groupe and JCDecaux Airport: innovation in the local advertising market

Created by PagesJaunes Groupe and JCDecaux Airport, the PagesJaunes terminal is a dynamic, interactive communications medium that combines practical information with highly targeted advertising. Designed by JCDecaux Airport, the terminal will enable PagesJaunes Groupe to offer its out-of-home users a new way to access its services, reflecting its multi-channel communications strategy.

"This partnership with JCDecaux Airport allows us to consolidate the leading position enjoyed by PagesJaunes Groupe in the provision of practical and local information. The high passenger-traffic environment of the airport is ideal for providing information search facilities. This is a pioneering move that offers a practical, made-to-measure service for all out-of-home users. Provided when and where required by passengers, the service creates a unique interaction between our advertisers and passengers at French airports," explains Michel Datchary, CEO of PagesJaunes Groupe.



¹ Source: MAP 2006 (IPSOS for JCDecaux Airport)

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, made the following statement: *“Innovation lies at the very heart of our strategy of diversifying the products and services offered by JCDecaux. This is why we are constantly looking for new, value-added advertising channels for airports and their passengers. We felt that the services provided by PagesJaunes and Mappy in terms of local and travel information are perfectly consistent with the needs of travellers looking for practical information related to their journeys.”*

An innovative local information service accessible to out-of-home users

The PagesJaunes interactive terminals service will be installed in departure halls, boarding and arrival areas and is easy to use and completely free of charge for passengers. **It meets a proven need for practical information, with services such as** hotels, taxis, telephone numbers and restaurants most frequently required by passengers². The service will enable passengers to make the most of their time at the airport. Designed by JCDecaux Airport, the interactive terminals are accessible for disabled passengers and people with reduced mobility.

Key facts and figures

- More than 140 million passengers passed through French airports in 2007*
- The Paris airports and the top 5 regional airports (Nice, Bordeaux, Toulouse, Lyon and Marseille) account for almost 90% of the traffic in metropolitan France**.
- Passengers spend an average of 90 minutes in the airport**.

* Source: DGAC civilian aviation authority estimate

By making its flagship websites, pagesjaunes.fr and mappy.com, available free of charge, PagesJaunes Groupe will provide access to a range of useful services in out-of-home situations:

- Passengers can search for business information (taxis, hotels, restaurants, etc.), telephone directory information, and local information about the city (weather, theatre or cinema reservations) on pagesjaunes.fr
- Passengers can access maps and information about local services and create itineraries on mappy.com.

For the launch of this ambitious project, PagesJaunes Groupe and JCDecaux are initially installing **15 interactive PagesJaunes terminals in 6 French airports**: Paris Orly West and South, Lyon, Bordeaux, Toulouse, Nice and Marseille.

PagesJaunes Groupe in brief

PagesJaunes Groupe is the leading European publisher of directories on the Internet (pagesjaunes.fr, qdq.com) and the leading publisher of printed directories in France (the PagesJaunes directory and l'Annuaire). PagesJaunes Groupe also publishes consumer directories in Spain, Morocco and Luxembourg, operates directory enquiry services in France by SMS (32008) and by telephone (118 008) and provides complementary services such as the geographic services of Mappy and the direct marketing services of PagesJaunes Marketing Services, as well as online small ads with PagesJaunes Petites Annonces (annoncesjaunes.fr). It is also present in Internet advertising representation with Horyzon Media. PagesJaunes Groupe had almost 763,000 advertisers in France, Spain, Luxembourg and Morocco in 2007. PagesJaunes Groupe is the second largest French company in terms of advertising revenues.

PagesJaunes Groupe is listed on NYSE Euronext Paris – compartment A (PAJ).

Further information about PagesJaunes Groupe is available on <http://www.pagesjaunesgroupe.com>.

JCDecaux Group, key figures:

- 2008 revenues: €2,168.6m
- 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)

² Source: IOD 2007 survey carried out in Paris-Orly West and South

- *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*

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