

CHINA:

JCDecaux renews and extends for 10-year its advertising bus-body contract in Shanghai,

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Paris, 19 November 2009 - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide, has renewed and extended a 10-year bus body advertising concession contract with Shanghai Bashi Co.,Ltd (hereinafter called Shanghai Bashi), and will operate on an exclusive basis the bus body advertising business for Shanghai Bashi. This covers 10,000 buses being operated currently in Puxi of Shanghai plus new buses to be operated by Shanghai Bashi in the next 10 years, of which 5,000 can be used for advertising purposes in accordance with the new government legislation.

Shanghai Bashi, the leading bus operator in Shanghai, is in the process of consolidating all bus operators in Shanghai and of standardising its bus body advertising policy. The extension of its cooperation with JCDecaux reflects a long lasting collaboration with Top Result, started in 1997 and reinforced when JCDecaux acquired Top Result in 2005.

For Shanghai Public Transportation Advertising Company Ltd, subsidiary of Shanghai Bashi, the professional and international experience of JCDecaux is significant for the development of international standards for Shanghai bus. The Company expects that the public image of Shanghai public transport will be improved through the joint efforts and consolidated management of its advertising.

Mr. Wang Jiangang, the general manager of Shanghai Public Transportation Advertising Company Ltd. said, *“Through our cooperation over the past 12 years, we have come to know the high level of professionalism and operational capability of JCDecaux. As a celebrated international outdoor advertising company, with standardised operations, an experienced management team and a comprehensive cross city bus advertising platform, JCDecaux is well prepared to meet our objectives of consolidation and standardisation of public transport operations and meet the requirements of the municipal government for outdoor advertising to enhance the image of public transport in Shanghai.”*

Jean-Charles Decaux, co-CEO of JCDecaux, said: *“It is a great honor to deepen the cooperation with Shanghai Bashi over the next 10 years, and it is an important step for JCDecaux to be the exclusive operator for all of Shanghai Bashi’s bus fleets in Shanghai. The newly signed contract will reinforce our long-term leading position in bus, metro and airport advertising in Shanghai and in China, which will further strengthen our professional operational ability and be further recognised by both regional and international transportation operators. The renewal of this contract is all the more important because in 2010, the World Expo Shanghai will arouse an unprecedented influx of more than 70 million visitors and will be of huge interest to advertisers.”*

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www.jcdecaux.com

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

Key Figures for the Group:

- 2008 revenues: €2,168.6 million ; 2009 9 first month revenues: €1,356.1m
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- N°1 worldwide in street furniture (378,000 advertising panels)
- N°1 worldwide in transport advertising with 165 airports and over 300 transport contracts in metros, buses, tramways and trains (329,500 advertising panels)
- N°1 in Europe for billboards (224,500 advertising panels)
- N°1 in outdoor advertising in Asia Pacific (201 700 advertising panels in 44 different cities)
- N°1 worldwide in self service bicycles
- 936,000 advertising panels in 55 countries
- 9,250 employees

Key Figures in China

- 4,000 buses in Shanghai
- bus adverting networks in 15 major cities in China
- 80 cities in the country with other agency arrangements

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