



JCDecaux Pearl & Dean wins a new Singapore underground contract

Paris, 13 July 2001 – JCDecaux SA (Euronext : DEC) announced today that Singapore's leading Outdoor Advertising company, JCDecaux Pearl & Dean, has beaten Singapore Telecom Yellow Pages, Media Corp TV Mobile and Australian Posters in a four way closed tender for the Singapore Mass Rapid Transit (Underground Railway or MRT) Plasma Screen Advertising Contract. The contract involves placing advertising on Asia's largest network of plasma screens comprising 277 screens across 49 stations in Singapore, reaching a daily audience of well over 1 million commuters. The plasma product will be sold from September 2001 in conjunction with existing backlit advertising poster sites in the stations. JCDecaux Pearl & Dean has managed all advertising space sales for Singapore MRT exclusively for more than 14 years.

Commenting on the win, Mr Ashley Stewart, Managing Director of JCDecaux Pearl & Dean Singapore said: "Singapore's MRT is one of the finest out of home advertising vehicles in the world. This new win confirms JCDecaux Pearl & Dean's position as the leading media owner in the Singapore Outdoor marketplace and demonstrates the JCDecaux Group's solid understanding of new advertising media technology. We look forward to offering our customers this exciting new product which will complement existing advertising sites and create a powerful new platform to promote their brands."