

## The iPhone application *AllBikesNow* developed by JCDecaux has been downloaded more than 100,000 times

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**Paris, September 28, 2010** - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, and No.1 worldwide in self-service bicycle hire with almost 144 million rentals worldwide, announces that the iPhone application *AllBikesNow* developed for its self-service bicycle hire schemes has been downloaded 110,000 times until now.

*AllBikesNow*, first launched on the iPhone in March earlier this year, is now available on Google's Android phones. This free application has been designed to offer an innovative service to subscribers to the Group's self-service bicycle hire schemes by providing enhanced access to a wealth of information for all users of the bike rental services managed by JCDecaux around the world.

The development of a version for Android devices will allow a larger number of subscribers to enjoy access to the information provided by the *AllBikesNow* application. Search requests chiefly concern bike availability, with a larger volume of requests being made in the evening than during the day.

The *AllBikesNow* application provides the following information:

- Where can I find a bike near here?
- Where can I return a bike near here?
- Where can I find a docking station near a particular address?
- How full are my favourite docking stations?
- What is the state of my account?
- How much did my last rental cost?

**Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux**, made the following statement about this latest milestone: "The *AllBikesNow* application launched in March earlier this year on the iPhone has been an outstanding success with more than 110,000 downloads in less than 6 months. Now available for Google's Android devices, the application is open to a larger number of users of our self-service bicycle schemes."

### Key Figures for the Group:

- 2009 revenues: €1,918.8 m, H1 2010 revenues: €1,110.6m
- 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 (428,000 advertising panels)
- No.1 worldwide in transport advertising with 163 airports and more than 300 transport contracts in metros, buses, trains and tramways (380,200 advertising panels)
- No.1 in Europe for billboards (230,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (239,600 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,040,600 advertising panels in 55 countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 9,940 employees

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