

## JCDecaux renews nine regional advertising Street Furniture contracts in France

### Out of Home Media

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**Paris, 26 May, 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 nine advertising street furniture contracts in the French provinces over the past few months. The renewed contracts follow competitive tenders and cover a total population of near of 646,000 people.

These contracts total **1,507 2m<sup>2</sup> advertising panels** and **227 8m<sup>2</sup> advertising displays**.

The local authorities that have chosen JCDecaux are the following: Bruges, Community of Moulins and its suburbs (city of Moulins and city of Yzeure), Community of Rouen and its suburbs (city of Grand Quevilly and city of Canteleu), Darmetal, Fréjus, Mâcon, Martigues, Saint Quentin and Vichy.

**Jean-Charles Decaux, co-CEO of JCDecaux**, said: *“By once again choosing JCDecaux, these towns and cities strengthen the company’s commitment to quality, innovation, and sustainable development in street furniture. These back-lit advertising panels enhance the coverage of JCDecaux’s national network and its position of N°1 street furniture company in France, benefiting advertisers across the country.”*

### JCDecaux Group, key figures:

- 2008 revenues: €2,168.6m ; Q1 Revenues : €424.6m
- 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 (378,000 advertising panels)
- No.1 worldwide in transport advertising with 165 airports and more than 300 transport contracts in metros, buses, trains and tramways (329,500 advertising panels)
- No.1 in Europe for billboards (224,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (201,700 advertising panels in 44 cities)
- No.1 worldwide for self-service bicycle hire
- 936,000 advertising panels in 55 different countries
- Present in more than 3,400 cities with more than 10,000 inhabitants
- 9,400 employees

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