

JCDecaux wins the competitive tender for a self-service bicycle scheme in the Brussels Region

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Paris, 4 February, 2009 – JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide in this industry, announces that it has been awarded the contract to provide the Brussels Region with self-service bicycles for a 15 year period.

Under the contract, JCDecaux will provide the Brussels Capital Region with an initial fleet of 2,500 bicycles and 200 rental stations, followed by a second fleet boosting the overall number of bicycles to 5,000. The first 100 rental stations will be installed over the next six months, providing docking facilities for 1,200 bicycles.

This Brussels bicycle service will chiefly be funded by advertising with advertisements on the bicycles and on 275 2m² scrolling billboard panels and 35 double-sided 8m² units installed by JCDecaux. This is in addition to the revenue derived from subscriptions and rentals.

After the launch of the self-service bicycle hire concept in Vienna (Austria) in 2003 and subsequently in Cordoba and Gijon (Spain) and its successful development in 2005 in France with Vélo'v in Lyon, an increasing number of towns and cities now benefit from JCDecaux's innovative service: Seville (Spain), Brussels (Belgium), Paris, Marseille, Aix-en-Provence, Toulouse, Rouen, Besançon, Mulhouse, Amiens, Luxembourg and Nantes, representing a total of 17 cities and 2 inter-municipal structures (La Plaine and Cergy-Pontoise) that have already generated more than 71 million individual rentals.

The world leader in self-service bicycle hire, JCDecaux allows users to take out a subscription for one day, one week or one year thanks to an easily accessible, exclusive electronic payment system that considerably simplifies the rental process for users. This service will also be extended to residents in some thirty municipalities near Paris in 2009.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"The installation of these new self-service bicycles – a truly eco-friendly means of transport – in the Brussels Region, underlines our leading position worldwide in the area of self-service bicycle hire systems. Thanks to the limited and integrated use of advertising, JCDecaux will be developing – without any call on public finances – a new eco-friendly mobility service in partnership with the Brussels Region and municipalities. This contract shows that this new means of individual public transport, designed and developed by JCDecaux, is generating increasing interest among municipal authorities, fully aware of the need for sustainable mobility."*

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,400,557.51 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux Group, key figures:

- 2008 revenues: €2,168.6 m
- 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)
- No.1 worldwide in transport 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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