

Vélib' wins a 2009 Good Design award in Chicago

Paris, January 26, 2010 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific recently announced that it has received a Good Design award for 2009 in the 'Environment' category for its Vélib' self-service bicycle hire scheme in Paris. This prize is awarded by the Chicago Athenaeum - Museum of Architecture and Design in association with The European Centre for Architecture Art Design and Urban Studies.

2009 Good Design award: Vélib'

The Good Design competition, founded in 1950, is the world's oldest and most prestigious awards programme for product and graphic design. The prizes are given for innovative and original design concepts in all areas of industry ranging from kitchens/appliances to tools and accessories, from children's products to medical equipment, from transportation to new technologies.

This year, prizes were awarded in 23 different categories. The Chicago Athenaeum – Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies received a record number of submissions. After a meticulous examination of all the entries, the panel selected more than 500 products and designs submitted from 35 different countries.

The Vélib' design developed by JCDecaux for the bicycles and by Patrick Jouin for the docking stations, perfectly matched the selection criteria which assessed the functionality and aesthetic qualities of each object, with a particular focus on 'green design.'

Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux said, "We are delighted to have received this award for the design of Vélib', further official recognition of the talent of our staff and JCDecaux's design department in particular. It is also a tribute to our sustainable development policy that has led to our self-service bicycle hire scheme, that is now in more than 60 different cities worldwide with nearly 116 million individual rentals."

Groupe JCDecaux Group, key figures:

- 2008 revenues: €2,168.6m, revenues for the first 9 months of 2009: €1,356.1m
- 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 3,400 cities with more than 10,000 inhabitants
- 9,250 employees

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