

JCDecaux renews and extends the advertising street furniture contract with the city of Tours, the Joué-les-Tours suburb and the SITCAT intermunicipal transport union

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Paris, July 1, 2010 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region and number two worldwide, today announced that following a competitive tender it has been awarded the street furniture contract for the city of Tours (136,500 inhabitants), the Joué-les-Tours suburb (36,500 inhabitants) and the Intermunicipal Transport Union of the Touraine Urban Community (SITCAT) for a 15 year period.

This advertising street furniture contract covers the installation and maintenance of 222 MUPI® free-standing information panels and 75 large-format (8m²) Senior® billboards for Tours and Joué-les-Tours, 5 advertising columns and 5 public toilets, including 4 offering universal access for Tours. JCDecaux will also install 100 shelters for Tours' first tramway line and 207 bus shelters for the SITCAT intermunicipal transport union.

This contract covers 958 advertising panels. The street furniture selected for this contract was designed by renowned architects or designers such as Lord Norman Foster and Philip Cox or are original JCDecaux creations.

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: *"This renewal and extension of our contract with the city of Tours, the Joué-les-Tours suburb and the SITCAT intermunicipal transport union underlines our commitment to quality and innovation. JCDecaux's wide-range of street furniture (bus shelters, MUPI information panels, Senior large-format displays, advertising columns and public toilets) will benefit the residents of these urban areas and will strengthen JCDecaux's leading position in outdoor advertising in the Centre region, the fifth largest industrial region in France. The contract consolidates the Group's position as the No. 1 player in outdoor advertising in the French market."*

Key Figures for the Group:

- 2009 revenues: €1,918.8 m, Q1 2010 revenues: €487.2m
- 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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