

Out of Home Media

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JCDecaux renews and extends its advertising street furniture contract with the city of Angers and the Angers Loire Métropole urban community

Paris, July 8, 2010 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region and number two worldwide, announces that following a competitive tender it has been awarded the street furniture contract by the city of Angers and the Angers Loire Métropole urban community (*Communauté d'Agglomération d'Angers Loire Métropole*, 283,000 inhabitants) for a 15 year period.

This advertising street furniture contract covers the installation and maintenance of 306 bus shelters, 156 MUPI® free-standing information panels, 50 large-format (8m²) Senior® billboards, 13 columns for displaying information about cultural events, and 5 beacons marking the entrances to the city and urban areas. JCDecaux will also install 42 shelters for Angers' first tramway line.

This contract covers 926 advertising panels. The street furniture items selected for this contract were designed by the 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 Angers and the Angers Loire Métropole urban community underlines JCDecaux's commitment to quality and innovation. JCDecaux's range of street furniture will benefit the residents of these urban areas and will strengthen JCDecaux's leading position in outdoor advertising in the Western Loire region, the second largest agro-food region in France, consolidating 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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