

JCDecaux renews its street furniture advertising contract with the city of Montpellier

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Paris, December 9, 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 advertising contract by the city of Montpellier (population: 257,000, the 8th largest city in France) for a period of 15 years.

This contract covers the installation and maintenance of 300 2m² MUPI scrolling information panels, 65 large-format (8m²) Senior® billboards, 20 columns for displaying information about cultural events, 2 digital units 2m² and 2 digital billboards 8m², a total of 1,069 advertising panels. JCDecaux has designed all the street furniture that will be installed under the contract.

This agreement complements the contract recently awarded by Montpellier (September 21, 2010): 1,560 6-sheet (2m²) advertising panels for 561 advertising bus shelters for tramway lines 1 and 3 in addition to the entire bus network serving the city and the surrounding urban area.

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: *“The renewal of this contract strengthens JCDecaux’s presence in the capital of the Languedoc-Roussillon region (an area of France that is particularly popular with tourists). The contract consolidates JCDecaux’s position as the leading Street Furniture company in France, enhancing the reach of JCDecaux’s national network and benefiting advertisers and their communication strategies.”*

Key Figures for the Group:

- 2009 revenues: €1,918.8 m, 9 first month 2010 revenues: €1,658.7m
- 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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