

## JCDecaux Airport wins the 7-year contract for indoor and outdoor advertising operations at Toulouse Blagnac Airport

### Out of Home Media

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Uruguay  
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**Paris, March 24, 2009** – JCDecaux Airport France, a subsidiary of JCDecaux SA, the number one outdoor advertising company in Europe and in the Asia-Pacific region and number two worldwide, today announced that it has been awarded the contract for indoor and outdoor advertising operations at Toulouse Blagnac Airport. This 7-year contract will begin on April 1 2009 and follows a consultation process by Toulouse Blagnac Airport.

With more than 6 million passengers every year, Toulouse Blagnac is France's fourth largest airport. JCDecaux Airport, already responsible for managing indoor advertising at Toulouse Blagnac, focused its bid on innovation – with the creation of walls of video screens, the use of exceptional billboard displays, a range of sponsored services for passengers, hotel information terminals – as well as on the development of experiential advertising. JCDecaux Airport's well-designed and innovative advertising sites will enhance the environment of Toulouse Blagnac Airport's new terminal (Hall D) that is scheduled to open in 2009/early 2010.

For the first time, JCDecaux Airport will also be managing advertising displayed outside the airport and will install high quality advertising networks in strategic locations.

**Isabelle Schlumberger, Chief Executive Officer of JCDecaux Airport** said: *"We are delighted that Toulouse Blagnac Airport has decided to renew and extend its partnership with JCDecaux Airport, allowing us to share in the achievement of its new ambitions. This dynamic partnership will benefit our customers, who will enjoy access to long-term, high-quality advertising solutions in the upmarket environment of the airport."*

### JCDecaux Group, key figures:

- 2008 revenues: €2,168.6m
- 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 more than 3,400 cities with more than 10,000 inhabitants
- 9,400 employees

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