

## Louis Vuitton becomes the first major French company to offer its employees a subscription to Vélib'

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**Paris, October 22, 2007** - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, and No.1 in self-service bicycle hire, is delighted to announce its collaboration with the Louis Vuitton fashion house, which has become the first major French company to offer its employees a subscription to Vélib'.

This initiative corresponds to the environmental protection policy pursued by the LVMH Group and Louis Vuitton since 1992. Louis Vuitton is taking steps both to heighten the awareness of its employees to the need to protect the environment and to actively involve them in initiatives in this area, and has launched several projects such as the partial sorting of waste, the use of recyclable cups and paper in addition to a car-sharing scheme.

By encouraging its employees to use Vélib' for their professional and private travel, Louis Vuitton is demonstrating its commitment to sustainable development. Recently, Louis Vuitton teamed up with the Al Gore Foundation (winner of the 2007 Nobel Peace Prize) by paying the fees of celebrities appearing in its advertising campaign to the "Climate Project".

Environmental protection is everybody's business and Louis Vuitton is taking concrete steps to help protect it through the adoption of simple measures.

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747