

JCDecaux auction sale for the benefit of the Telethon: 118 218 Le Numéro places the highest bid with six advertising panels on the Champs-Élysées in Paris

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Paris, December 5, 2007 - JCDecaux, a partner of the French Muscular Dystrophy Association (AFM) since 2002, announces that *118 218 Le Numéro*, through his main brand *118 218 Le Numéro*, has placed the highest bid in its first “inline auction for the benefit of the Telethon” operation. As a result, *118 218 Le Numéro* is offering €10,500 to the Telethon for the use of six advertising panels on the Champs-Élysées in Paris.

A poster highlighting *118 218 Le Numéro* will be displayed from 6 o'clock p.m. Friday, December 7 to 9 o'clock a.m. Sunday, December 9 on the following 6 scrolling advertising panels:

- 2 panels on two 2m² MUPI® city information displays (1 panel on each display) located at 129 and 150, avenue des Champs-Élysées,
- 4 panels on a “myriad,” or multiple display panel, comprised of four 8m² units (1 panel on each display) located at 100, avenue des Champs-Élysées.

At the end of this second auction sale, **Isabelle Schlumberger, Executive Vice-President Commerce and Development of JCDecaux**, made the following statement: *“For this second auction sale organized for the benefit of the Telethon, JCDecaux provided access to six flagship advertising locations on the Champs-Élysées in Paris and is delighted that the 118 218 Le Numéro directory inquiries service was able to acquire these sites in favour of this major cause. Through this initiative, 118 218 Le Numéro and JCDecaux are providing their active support to research pursued by the AFM muscular dystrophy association.”*

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