

JCDecaux renews and expands its New York Airport contract

Out of Home Media

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Paris, 12 September 2005 – JCDecaux SA (Euronext Paris: DEC), the number two outdoor advertising company worldwide and the number one in airport advertising, announced today that it has renewed its advertising concession for John F. Kennedy International Airport and La Guardia Airport, with a new 10-year contract that also includes Newark Liberty International Airport (previously held by Clear Channel), the New Jersey – Manhattan train link and the Port Authority Bus Terminals (previously held by Viacom), as well as brand new opportunities at the Port Authority's bridges, tunnels, marine terminals and other properties.

This new contract resulted from a competitive bid process that attracted several outdoor advertising competitors. The Port Authority was seeking proposals from firms with a broad experience, capable of maximizing advertising revenues from its diverse portfolio of assets, including many that have never been offered to advertisers before. In addition to traditional venues such as the airports, the New Jersey – Manhattan train link and bus terminals where JCDecaux will develop new, innovative display products, this new program will also offer new prestigious and exciting advertising locations including the Washington Bridge, Lincoln Tunnel and Holland Tunnel that are crossed by more than 85 million vehicles a year.

Commenting on this award, **Jean-François Decaux, Chairman of the Board and co-Chief Executive Officer** said : *"We are very pleased to continue and expand our successful collaboration with the Port Authority of New York and New Jersey. Airport advertising is a worldwide business and New York, with close to 100 million passengers per year, is the second largest airport platform. Combined with our other advertising platforms both in Europe such as London, Paris and Frankfurt, and in Asia with Hong Kong and Shanghai; JCDecaux is best positioned to take advantage of the fast growing airport market with expected annual growth of 4.1% during the next 15 years, leading to almost doubling passenger numbers from 3.9 billion last year to 7.4 billion by the end of the next decade."*

JCDecaux SA

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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



Key Information on the Group

- 2004 revenues: €1,627.3 million ; H1 2005 revenues : €833.7 million
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and FTSE4Good indexes
- N°1 worldwide in street furniture (311,000 faces)
- N°1 worldwide in airport advertising with 155 airports and more than 150 transport contracts in metros, buses, trains and tramways (208,000 faces)
- N°1 in Europe for billboards (197,000 faces)
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- 716,000 advertising faces in 45 countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 7,500 employees

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