

Corsair makes waiting times more pleasant for passengers at the Paris-Orly Sud airport

Paris, January 14, 2008 - JCDecaux Airport, a subsidiary of JCDecaux SA, the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide, has put the Corsair airline company in the limelight during the end-of-year festive season and major holiday travel period following its decision to adopt a JCDecaux Innovate solution to communicate differently in the heart of a Parisian airport...

JCDecaux Airport offered Corsair an off-beat advertising approach designed to allow travellers to amuse themselves with their families while waiting to board their flights, offering a fine example of local contact and 'wait marketing' for Corsair... a moment of light-hearted, interactive fun for the airline passengers and a welcome break from the tedium of waiting for their flights to be called!

From December 20, 2007 to January 17, 2008, the airline company is inviting travellers to visit its exhibition area at the heart of the passenger flows, not far from the boarding lounges in the Paris-Orly Sud airport. In an area covering approximately 7m², an amusing activity is offered to visitors free of charge: invited to stand in front of a display unit, the air passengers – alone or in a group – can take snapshots of themselves and see their faces in a fanciful setting that conjures up the notion of evasion.

If the photo is to their liking, the passengers can press a touch-sensitive area to confirm their choice and receive a mini-coupon sporting the Corsair corporate colours inviting them to download their photo from the www.histoiresdefamilles.org website and to join in a competition.

The unit was specifically designed by the New Technologies Department of JCDecaux and installed by the teams from JCDecaux Airport Innovate. Technically speaking, it consists of a 40-inch screen, two touch-sensitive areas along with a mini-printer. A Corsair décor has been incorporated in the screen, allowing passengers to put themselves in a holiday setting.

When this campaign was launched, **Isabelle Fourmentin, Executive Vice-President of JCDecaux Airport** made the following statement: *"We are proud to have been able to offer this fine operation to Corsair, allowing them to communicate in an original, off-beat manner. The travellers have fun with their families while waiting for their flights. This system demonstrates, once again, the complementary strengths of JCDecaux's expertise and personnel."*

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JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; revenues for the first 9 months of 2007: €1,506.9m
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (334,000 advertising panels)
- No.1 worldwide in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, trains and tramways (213,000 advertising panels)
- No.1 in Europe for billboards (216,000 advertising panels)
- No.1 in outdoor advertising in China (83,000 advertising panels in 21 cities)
- No.1 worldwide for self-service bicycle hire
- 763,000 advertising panels in 48 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 8,100 employees

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