

**New service for Aéroports de Paris passengers:
mobile device recharging points provided by JCDecaux Airport and Samsung**

Paris, March 16, 2009

The Aéroports de Paris (ADP) airport authority is offering a new service for passengers at Paris-Orly and Paris-Charles de Gaulle airports: recharging points for laptops, MP3 players and mobile phones, designed by JCDecaux Airport and Samsung. Five points are currently available in Terminal 2F at Paris-Charles de Gaulle airport and a total of 55 points will eventually be installed in the two Paris airports.



This new service makes it possible to optimise the time spent waiting in the airport by allowing passengers to work on their laptop computers, recharge their MP3 players or use their mobile phones before boarding the plane.

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 in this industry, has teamed up with Samsung to introduce this service enabling passengers to recharge their mobile devices in an airport. This new initiative represents a "first" for Samsung, the global leading player in the consumer electronics market.

François Rubichon, Chief Executive Officer of Aéroports de Paris, said: *"We carry out surveys of our passengers at regular intervals in order to track changes in their requirements, and we satisfy these needs by teaming up with the best partners with a view to designing new customised services. Thanks to these recharging points, we are offering passengers a new service, free of charge, that enables them to optimise the time spent in our terminals."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, made the following statement: *"As passengers spend an average of one and a half hours at the airport in a captive environment, the installation of this system by JCDecaux Airport's personnel will make the time passengers spend waiting in the Parisian airports both interactive and productive. Created by JCDecaux exclusively for Samsung, this new system has already been installed in New York (JFK and La Guardia), Los Angeles (LAX) and Orlando International Airport, and is now being set up in the Parisian airports. With this new system, Samsung is truly revolutionizing the field of brand advertising by providing a service tailored to the airport environment that takes full account of passengers' expectations and desire to remain connected to the outside world at all times and in all places."*

« Travelling with a mobile phone, a laptop or an MP3 player is very common nowadays", added **Seok Pil Kim, President of Samsung Electronics France**. *"As a global leader in consumer electronic products, Samsung is bringing value to passengers by offering them the possibility to charge the battery of their mobile devices during their waiting time at airports. This initiative has been extremely well received".*

Aéroports de Paris

Aéroports de Paris builds, develops and manages airports including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. Aéroports de Paris is Europe's second-largest airport group in terms of airport revenue and the European leader for freight and mail. Aéroports de Paris accommodates nearly 460 airlines, including the main companies in the air transport industry. With an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernizing its terminal facilities and upgrading quality of services, and also intends to develop its retail and real estate business. In 2008, Aéroports de Paris had revenues of €2,527 million, and the Group handled 87.1 million passengers.

JCDecaux Group, key figures:

- 2008 revenues: €2,168.6 million
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- N°1 worldwide in street furniture (378,000 advertising panels)
- N°1 worldwide in transport advertising with 165 airports and over 300 transport contracts in metros, buses, tramways and trains (329,500 advertising panels)
- N°1 in Europe for billboards (224,500 advertising panels)
- N°1 in outdoor advertising in Asia Pacific (201 700 advertising panels in 44 different cities)
- N°1 worldwide in self service bicycles
- 936,000 advertising panels in 55 countries
- Present in more than 3,400 cities with over 10,000 inhabitants
- 9,400 employees

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of approximately US\$105 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of four main business units: Digital Media Business, LCD Business, Semiconductor Business, and Telecommunication Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

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