

JCDecaux Texon Strengthens Marketing Team

Hong Kong, February 5, 2007 – JCDecaux Texon, N°1 street furniture advertising company in Hong Kong, announced Carrie Leung's promotion to Marketing Director and a reorganisation of its Marketing efforts to strengthen service provided to clients.

Carrie Leung joined JCDecaux Texon in 2004 as Marketing Communications Manager from Saatchi & Saatchi where she had been Account Manager on the P&G business. Prior to joining JCDecaux Texon, Carrie spent over 7 years in account management in 4As advertising agencies, including DDB.

Since joining JCDecaux Texon Carrie successfully developed the Company's creative specialisation in to a standalone function taking centre stage to support client creative initiatives. In addition to lending support across all areas of JCDecaux Texon's portfolio of bus shelters, tramcars, billboards and bus poles, Carrie's role in senior management includes stewardship of the Company's brand and image.

To deliver more strategic and customised service to clients JCDecaux Texon has created a new Strategic Marketing unit headed by Alice Lee, focusing on leveraging yield management to maximise and integrate clients' media investments across all product offerings.

CEO of JCDecaux Texon Shirley Dirkin said: "Carrie has proved herself to be a key contributor in our development over the last two years and has an intrinsic feel for how best to position the Company in the marketplace. With making best use of the expertise of our talented team, our new marketing focus led by Alice will provide exceptional value to our clients and their advertising campaigns."

Key Figures for the Group:

- 2006 revenues: €1,946.4 million
- JCDecaux is listed on the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards (200,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 725,000 advertising panels in 48 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

JCDecaux Texon Limited

Hong Kong's N°1 bus shelter advertising company, JCDecaux Texon, was founded in 1993 to design, build and operate contemporary passenger weather shelters for transport companies in Hong Kong. It operates the only Bus Shelter Network in Hong Kong with over 4,900 panels. Its individual sales approach and entrepreneurial spirit has transformed bus shelter advertising, raising it to world-class standards.

As a member of the JCDecaux Group since September 2005, JCDecaux Texon has access to the support and resources of the world's largest street furniture company. The internal re-alignment of MPI billboards under JCDecaux Texon and the new Tram advertising contract has strengthened the Company's leadership position in outdoor advertising.

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