

JCDecaux Texon

JCDecaux Texon wins Innovate International Campaign of the Year 2006

Hong Kong, May 28, 2007 – JCDecaux Texon, market leader in the innovative use of outdoor media, has won the JCDecaux Innovate International Campaign of the Year 2006 for their outstanding and innovative campaign for Yahoo! which took place in November last year.

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hong Kong
Hungary
Iceland
India
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Macau
Malaysia
Montenegro
Norway
Poland
Portugal
Russia
Serbia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan



Pauline Wong, Marketing Director of Yahoo! said: “Bus shelter advertising was chosen as a key medium in our overall media plan as it is highly effective in building the awareness. It allowed the flexibility to further inspire creativity as we were able to convey our brand promise where consumers can be connected to what matters to them through the Yahoo! search experience.”

Senior Planner of MindShare, Vivian Ma said: “It's our honour to win the award. Deployment of the special execution of whole shelter in Causeway Bay has enriched the interest level of Yahoo! Search brand campaign and created impact in the market. We would like to thank JCDecaux Texon for the close monitoring and technical support during the process.”

“The media environment keep changing but one thing has not changed; the lifestyle of urban people. They are always out of home, i.e. outdoor medium is a desirable medium in reaching our target. I just want to thank the client for the creative freedom and JCDecaux Texon for being able to approve breakthrough ideas”, said **Leslie Mee, Director of Chan, Tsang, Wong, Chu & Mee Ltd.**

Marketing Director of JCDecaux Texon, Carrie Leung said: “The advertising idea worked really well on our bus shelter by enhancing the audience's emotional connection with the brand. We feel honoured as this award recognises our commitment to innovation and excellence in providing creative outdoor solutions.”

JCDecaux Texon

Key Figures for the Group:

- 2006 revenues: €1,946.4 million
- JCDecaux is listed on the Eurolist of 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 Street Furniture Company, JCDecaux Texon, operates the only Bus Shelter, Bus Pole and Tramcar Advertising Network in Hong Kong.

The pioneer of Bus Shelter advertising since 1994, JCDecaux Texon has expanded its unrivalled above-ground advertising network from over 5000 panels' Bus Shelter Network to 140 Trams and Billboards at prime location in city centre. Present in the three principal segments of the outdoor advertising market: street furniture, billboard and transport advertising, it strengthens the Company's leadership position in outdoor advertising.

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