

JCDecaux Texon appoints Ivy Lau as Sales Director

Hong Kong, June 27, 2007 – JCDecaux Texon, N°1 street furniture advertising company in Hong Kong, announced Ivy Lau's promotion to Sales Director with immediate effect.

Since 1998, Ivy joined JCDecaux Group on transit advertising. In 2000, she joined JCDecaux Texon as Senior Account Manager selling Bus Shelter advertising. With her continuous progress and achievements, she was promoted to Sales Manager in 2004 and Associate Sales Director in 2006.

Ivy has substantial experiences in the out-of-home sector. Her expertise is well demonstrated in her ability to drive year-to-year sales growth. In her new position, Ivy will play a greater role in overseeing Bus Shelter advertising business, exploring new business opportunities and devising sales strategy.

CEO of JCDecaux Texon, Ashley Stewart said: "Ivy's promotion is recognition of her ability to both answer customers' needs and identify new solutions for bus shelter advertising. Her mission will be to articulate the benefits of the medium to a broader advertiser base and to encourage trial of new products and networks."

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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Ireland
Italy
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