

Never miss any exciting World Cup moments – even when you are travelling!

Dubai, 8 July 2010 – When the once-in-four-years World Cup fever is hiking to its peak with the Final game coming up next Sunday, everyone is trying to catch every match and stay tuned on the latest results – but what if you are travelling right on the match day?

No worries. If you are travelling through Dubai International Airport, you have more luck. Sony and Emirates, Official Partners of the 2010 FIFA World Cup and some other brands join hands with JCDecauxMEA to bring passengers live match result updates plus daily game highlights. You will see the latest scores right after you land and you will not miss any single shot even when you are between flights through approximately 90 screens in Terminals 1 and 3 in the Airport. There are also other related brandings in the Airport, elevating the World Cup mood to the climax.

Nazih, a passenger from the US and a fan of the Ghana team, said: “The live feeds are excellent because I don’t have to bother using my Blackberry to check the scores.” Another passenger Burt from Germany who supports his national team also commented: “It’s very good. I had a good minute to look at the screen whilst I was on the travelator.”

Nadine Moussallem, Sales and Marketing Manager of Orient TV, one of the brands on the Discovery Grand Screens sponsoring the live feeds, said: “Travelers will be anxious to check the results and those screens are at perfect locations to capture the huge passenger traffic at Dubai Airport. It is a prestigious place for branding.”

Karim F. Merchant, CEO & MD of Pure Gold Jewellers, another sponsor of the service, said: “To associate with football is to associate with the culture and passion of the Emarat, clearly illustrating the energy and buzz that our brands stand for. We believe by sponsoring the FIFA live feed at the Dubai Airport, fans of the game would not miss out on their precious moments while on the go.”

Yoann El Jaouhari, Sales and Marketing Director of JCDecaux Middle East, added: “Dubai International Airport is not just an aviation hub, but a destination in itself. And for this reason we try to introduce interesting happenings in the airport through creative ideas and cutting-edge technology, something that would eventually enhance passenger experience. This World Cup live feed sponsoring service is catering to the market needs and I am glad to see it’s so well received by both clients and passengers. I hope this can be a demonstration that encourages companies to leverage on our digital communication platform in a more innovative way.”

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JCDecauxMEA

About JCDecaux

JCDecaux is the 2nd largest outdoor advertising specialist in the world, the market leader in Europe and number 1 in China. JCDecaux is number 1 worldwide for street furniture, number 1 worldwide for airport advertising with concessions in 163 airports, number 1 in Europe for billboard advertising, number 1 in outdoor advertising in Asia Pacific, and number 1 worldwide in self-service bicycles. Employing a total of 9,940 people, the Group is present in 55 different countries.

JCDecaux is currently the only pure player present in the three principal segments of the outdoor advertising market: street furniture, transport advertising and large format.

About JCDecauxMEA

A regional holding of the Group based in Dubai, JCDecaux Middle East and Africa (JCDecauxMEA) established its footprint in 2007. Today, the Company has been expanding rapidly to become a key player in the outdoor advertising industry in the region with operation in the United Arab Emirates with the exclusivity of advertising at Dubai International Airport and Sharjah International Airport. It is the market leader in Qatar managing the entire outdoor advertising network plus the transit media in Doha, as well as the advertising in Villaggio mall through q.media Decaux. In addition, JCDecauxMEA is present in Algeria as the exclusive advertising concessionaire for Algiers International Airport and 18 other airports, and the Tahkout buses fleet.

Note to the Media

“JCDecaux” is one word with no space in between, and the first three letters all in capital letters.

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