

Deputy Sales Director Appointment

Dubai, 7 March 2010 – JCDecaux Middle East, a division of JCDecaux and a leading player in the regional outdoor advertising market, announces the appointment of Mr. John Todary as Deputy Sales Director to further enhance the client portfolio.

Mr. Todary brings a wealth of sales and marketing experience in the media industry. He was most recently the sales director of *The National* where he established the sales team when the broadsheet was launched. He is also a former Group sales Manager of Arab Media Group, taking charge of the launch of *Emirates Today & Emarat Alyoum* sales strategy.

In his new role Mr. Todary will report to Mr. Yoann El Jaouhari, Sales and Marketing Director. The Company extends the warmest welcome to have Mr. Todary on board.

- END -

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

JCDecaux Middle East FZ-LLC

Al Thuraya Tower 1, 11th Floor, Office No. 4 - PO Box 214810 - Dubai Media City - United Arab Emirates - Tel. +971 4 439 84 00 – Fax. +971 4 36 88 116

Incorporated as a Free Zone Company with Limited Liability pursuant to the Dubai Technology and Media Free Zone Private Companies Regulations 2003 Issued under Law No. 1 of 2000 of the Emirates of Dubai (as amended).
أسست كشركة منطقة حرة ذات مسؤولية محدودة وفقا لقانون الشركات الخاصة في منطقة دبي الحرة للتكنولوجيا و الاعلام ٢٠٠٣ والصادر بموجب قانون رقم ١ لسنة ٢٠٠٠ لإمارة دبي (و تعديلاته).

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 9,250 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.

One of the latest establishments of the Group, JCDecaux Middle East is growing rapidly with business presence covering the most promising regions: United Arab Emirates, Qatar and Algeria.

Note to the Media

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

For further information, please contact:

Wendy CHIU
Corporate Communications Executive
JCDecaux Middle East

Tel: +971 4 439 8454
Email: wendy.chiu@jcdecaux.ae
Website: www.jcdecauxmea.com