

Cathay Pacific Airways Rugby Antique Tramcar wins JCDecaux Innovate International Campaign of the Month in March 2008

Hong Kong, Jun 4, 2008 - JCDecaux Texon, market leader in the innovative use of outdoor media, announced today Cathay Pacific Airways Rugby Antique Tramcar was awarded JCDecaux Innovate International Campaign of the Month (Mar 2008).

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



Out of the 15 entries from countries worldwide including Australia, Belgium, Chile, Denmark, Finland, Hong Kong, Italy, Lithuania, Netherlands, Singapore, UK, Uruguay and USA. Hong Kong stands out from the rest receiving the honour.

Grace Cheung, Marketing Manager, Cathay Pacific Airways said, 'We're very pleased with the result. And we would like to thank McCann Erickson and Universal McCann our agency for coming up with such a creative idea, and all parties involved including JCDecaux Texon and Tramway to make it happened. We are really glad that it didn't only win over support from rugby fans coming to Hong Kong for the Hong Kong Sevens 2008, the local public, but also others from different parts of the world.'

Cathay Pacific Airways used this special execution to promote its co-title sponsorship of Hong Kong Sevens 2008. An Antique Tramcar was transformed innovatively by filling the vehicle with replica rugby balls. Any participant who guessed the correct number of balls placed in the tramcar could have a chance of winning a pair of tickets to the event. Number of regular Tramcars was used to support this promotion.

Senior Account Director of McCann Worldgroup Hong Kong – Cathay Pacific Central Team, Dennis Ma said, 'We feel very honoured and excited receiving this recognition since the team spent countless hours on the design and execution of the special "Try and Guess" party tram. It was amazing to see the end product and with so many positive feedbacks.'

Dennis continued, 'The routing of the tram is quite on target in reaching our main target audience and also comparing to other "above-ground" public transportations, the tram

can be more eye catching and attention grabbing. This is crucial especially when we are hosting a competition to our audience and we need as high of a participation rate as possible. This Hong Kong media first (Hosting competition on a tram) further enhanced our campaign's noise level which is always good for the brand.'

Campaign of the Month is a monthly award organised by JCDecaux Innovate International – a division dedicated to creating bespoke outdoor solutions tailored to achieving client's advertising objectives.

Key Figures for the Group:

- 2007 revenues: €2,106.6 million
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- N°1 worldwide in street furniture (351,000 advertising panels)
- N°1 worldwide in transport advertising with 145 airports and over 300 transport contracts in metros, buses, tramways and trains (386,000 advertising panels)
- N°1 in Europe for billboards (215,000 advertising panels)
- N°1 in outdoor advertising in China (219,000 advertising panels in 23 different cities)
- N°1 worldwide in self service bicycles
- 952,000 advertising panels in 54 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 8,900 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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