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Press release

Aéroports de Paris and W&CIE awarded a prize for their collaboration at the Cannes Lions 2009 international advertising festival

Aéroports de Paris and W&CIE were awarded, on 24 June 2009, the bronze lion in the "Design" category at the 56th Cannes Lions 2009 international advertising festival. In total, more than a 1,000 works from all over the world entered this competition under the name of major global brands (L'Oréal, Dior, Coca-Cola, Nike, Sony, General Motors, BMW, Ikea...). This is the first time a trophy has been awarded to an airport in the "Design" category.

This trophy rewards the work carried out on the positioning of Aéroports de Paris brand since 2005, in order to build a strong brand, identifiable and recognizable by all.

This in-depth work, linked to the Group strategic objectives and values, led to a new management of Aéroports de Paris brand, particularly through:

- the redefinition of Aéroports de Paris positioning towards a service company,
- a new visual identity : the logo, composed of a winged Eiffel Tower and a sun, reaffirms the allegiance of the company to Paris « City of Lights ». It expresses Aéroports de Paris mission of service.
- A brand territory and an environment design linked to the new positioning and the new visual identity.

François Rubichon, Deputy CEO of Aéroports de Paris, declared: *"Building a strong brand is essential to highlight the company's interests, enhance its strategic assets and ensure its development. The brand Aéroports de Paris reflects today our positioning: a company dedicated to customer service. Our brand is a decisive element to fulfill our ambition in order to become the reference airport in Europe. We thank W&CIE for this successful collaboration."*

Denis Gancel, founding President of W&CIE, declared *"We are particularly proud of this Lion which rewards five years of collaboration with Aéroports de Paris, collaboration in which design became an accelerator of change"*.



An example of the new brand management: identifying services with a specific color code

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Aéroports de Paris builds, develops and manages airports including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. Aéroports de Paris is Europe's second-largest airport services group in terms of airport revenues and the European leader for cargo and mail. Aéroports de Paris accommodates nearly 460 airlines, including the main companies in the air transport industry. With an exceptional geographic location and a major trading area, the Group is pursuing its strategy of modernizing its terminal facilities and upgrading quality of services, and also intends to develop its retail and real estate business. In 2008, Aéroports de Paris Group had revenues of €2,527 million, and the company handled 87.1 million passengers.