

Lights, Camera, Action... Billboards! Hollywood Studios Utilize Clear Channel Outdoor Platforms to Promote 2010 Theatrical Releases

"For Your Consideration" Out-Of-Home Advertisements Seeing Uptick in Los Angeles Surrounding Oscar Season

Clear Channel Outdoor Holdings:

WHO: Clear Channel Outdoor (NYSE:CCO), the world's largest outdoor advertising company, and Hollywood film studios.

WHAT: Tinseltown dazzled in 2010, especially with the use of 3-D technology, the latest installments of films based on fantasy books and animation as the golden ticket. Last year also marked the first time in history that two films grossed more than \$1 billion at the box office in the same year.

That said, what better platform to promote such blockbusters - big budget and independent film alike - than out-of-home (OOH) advertising. In 2010 alone, 11 studios made use of Clear Channel Outdoor's vast digital network in Los Angeles to promote 91 theatrical releases. Included in that number are seven of the year's top ten highest grossing films, like Despicable Me (Universal Pictures), Harry Potter and the Deathly Hallows: Part 1 (Warner Bros.), Inception (Warner Bros.), Iron Man 2 (Paramount Pictures) and The Twilight Saga: Eclipse (Summit Entertainment). Moreover, the division is currently running Oscar nomination campaigns for five of the 10 films up for Best Picture: 127 Hours (Fox Searchlight), Black Swan (Fox Searchlight), The Kings Speech (Weinstein Company), True Grit (Paramount) and Social Network (Columbia).

In the heart of New York City's famed Times Square, Clear Channel Spectacolor, a division of Clear Channel Outdoor and the U.S. market leader in spectacular sign displays, housed campaigns from seven studios to tout 33 theatrical releases. Among them are seven of the year's top ten highest grossing films, such as Despicable Me (Universal Pictures), Harry Potter and the Deathly Hallows: Part 1 (Warner Bros.) and Inception (Warner Bros.).

WHY: Clear Channel Outdoor empowers advertisers with the ability to reach consumers on the move like no one else can. Not only are the studios utilizing the Company's digital networks to continue to sell tickets to bolster box-office grosses but their awards-season campaigns are especially targeted to reach a precise pool of voters.

WHEN: During 2010 and leading up to the 83rd Annual Academy Awards (Oscars) on Sunday, February 27, 2011.

On various Clear Channel Outdoor properties across Los Angeles, the

WHERE: Entertainment Capital of the World, and the populace Times Square corridor.

Source: Clear Channel Outdoor Holdings