

Clear Channel Airports Wins 2013 International Digital Signage Award for Interactivity

Clear Channel Outdoor Recognized For Pioneering Efforts in Interactive Digital Out-of-Home Advertising

ALLENTOWN, Pa.--(BUSINESS WIRE)-- Today [Clear Channel Airports](#) (CCA) and [Clear Channel Outdoor Canada](#) announced, in collaboration with strategic partners, [Digital Factory](#) and the [Greater Toronto Airports Authority](#) (GTAA), they won the [2013 International Digital Signage Award](#) for Interactivity for providing the platform for GE Canada's ground-breaking execution of "[Mine Flight](#)." This Toronto Pearson International Airport advertising attraction used Clear Channel Airport's innovative digital signage technologies to engage air passengers in an interactive and immersive flying experience.

The Digital Signage Awards are representative of the world's most excellent digital screen media projects, creativity, content and technology.

"GE Canada leveraged the minds of Digital Factory and Clear Channel Airport's immersive digital technologies to propel 'Mine Flight' in the Toronto Pearson International Airport," said Sergio Pulla, senior manager, advertising and partnership, Greater Toronto Airports Authority. "And this is emblematic of how digital advertising throughout the GTAA can help brands connect with business and leisure travelers, on a greater, more meaningful level, than ever before."

Belgium-based company, Brandfirst, created the hands free gesture technology used in the five meter high interactive Mine Flight video wall display (nine full HD screens combined).

"Working collaboratively with fearless agencies like BBDO and the Digital Factory to generate great results for GE Canada and also garnering international recognition is inherently rewarding, but it is also one more proof point demonstrating how Clear Channel is securing its place as an industry leader amidst the digital out-of-home advertising revolution," said Toby Sturek, executive vice president, specialty businesses, Clear Channel Outdoor.

About Clear Channel Airports

Dedicated to airport advertising for more than 37 years, Clear Channel Airports is the premier innovator of contemporary display concepts. The Company, a division of Clear Channel Outdoor Holdings, Inc. (NYSE:CCO), one of the world's largest outdoor advertising companies, currently operates more than 280 airport programs across the globe and has a presence in 32 of the top 50 U.S. markets with major airports. More information can be found on Clear Channel Airports and Clear Channel Outdoor by visiting www.clearchannelairports.com and www.clearchanneloutdoor.com.

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) is one of the world's largest outdoor advertising companies reaching more than half a billion people globally every month. CCO helps advertisers create inspiring out-of-home campaigns across displays spanning traditional and digital sign formats in urban, transit, airport and roadside environments, on street furniture, and at retail near point of sale. CCO enables brands to engage people out and about in all manner of lifestyle environments. CCO's network spans 30 countries with 750,000 displays and has the fastest growing digital outdoor network now surpassing 4,500 digital billboards worldwide. In the U.S., CCO operates in 49 of the top 50 designated market areas.

Certain statements in this release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

Clear Channel Outdoor
Jason D. King, 703-582-9512
vice president, corporate communications
jasondking@clearchannel.com

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