

Clear Channel Outdoor Appoints Pru Parkinson Global Chief Marketing Officer

NEW YORK--(BUSINESS WIRE)-- Clear Channel Outdoor Holdings (NYSE: CCO), one of the largest outdoor advertising companies in the world, has announced the promotion of Pru Parkinson to the newly created role of Global Chief Marketing Officer, with responsibility for the company's brand marketing and internal communications.

Pru, who joined CCO's international division - Clear Channel International (CCI) - as Sales and Marketing Director in January 2010, will work with CCI's and Clear Channel Outdoor North America's (CCOA) marketing teams to build and share the company's global value proposition, and to lead its macro narrative on creativity, innovation and technology.

In addition, Pru is charged with leading the company's global internal communications efforts. She will oversee the evolution of the company's corporate culture to help support the brand on a global scale, while ensuring the flexibility of Clear Channel Outdoor teams worldwide to remain nimble to local business environments and opportunities in established and emerging markets. Altogether, Clear Channel Outdoor provides diverse out-of-home advertising solutions in 30 countries on five continents.

In announcing her promotion, **Clear Channel Outdoor's Chief Executive Officer, William Eccleshare**, said:

"The creation of Pru's new role as Clear Channel Outdoor's Global Chief Marketing Officer reflects our ambition to leverage our global scale and reach, which is unprecedented amongst outdoor advertising companies."

"This important appointment underscores our commitment to elevating Clear Channel Outdoor as a distinctive, market-leading media company by empowering our organization with vision, brand values and compelling stories of our results for clients. We offer the most impactful and technologically advanced connections between brands and people from San Francisco to Beijing; Pru will help to inspire marketplaces worldwide with these accomplishments. I have great confidence in Pru's ability to help us achieve this and to drive the business to its next level of global development."

Pru has 25 years' experience in the industry, predominantly in creative and media agencies. She served as CEO at Universal McCann London, before co-founding Nylon, the WPP-owned communications planning business, in 2004.

Prior to joining Clear Channel in January 2010, Pru was Group Strategic Planning Director at Starcom MediaVest.

Commenting on her new role, Pru said:

"I am delighted to have been appointed as Global Chief Marketing Officer at Clear Channel Outdoor at a time of great opportunity for our business. As a global company, we are driving

expansion in new markets and embracing the creative potential of new technologies. I am excited about the future of our industry and passionate about continuing to promote the Clear Channel story.”

About Clear Channel Outdoor Holdings (CCO)

Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) is one of the world's largest outdoor advertising companies with a global network that reaches over 500m people every month. We work with advertisers to create inspiring out-of-home advertising campaigns, enabling brands to meet and engage people when they're out and about. The company has a growing portfolio of over 760,000 displays which is currently made up of 650,000 displays in 28 countries in the International division (CCI) across Asia, Australia, Europe, and Latin America, and 109,000 displays in North America (CCOA), covering 48 of the 50 largest U.S. markets. CCO offers a wide range of displays spanning traditional and digital formats on roadside billboards, street furniture and in retail, point of sale, airport, transit and lifestyle environments. Our digital platform now has over 1,000 digital billboards in North America and in excess of 3,700 digital displays across the International markets.

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Source: Clear Channel Outdoor Holdings