

Clear Channel Airports Launches Advanced Digital Media at Philadelphia International Airport Amplifying Traveler Experience and Brand Exposure

ALLENTOWN, Pa.--(BUSINESS WIRE)-- [Clear Channel Airports](#), a division of [Clear Channel Outdoor](#) (NYSE:CCO), announced today that it recently launched a new indoor digital media network for Philadelphia International Airport (PHL) and signed on a number of major brands to use its state-of-the-art network to better engage with travelers passing through the city. Featuring 35 advanced digital components, Clear Channel Airports' media solution features eco-friendly digital technology, including two 15' video walls; 8 vertical column displays that allow for synchronized digital content to accompany passengers along the highest traffic corridor in the airport; and twenty-five 70" screens running throughout the concourses and bag-claim areas.

Clear Channel Airport's best-in-class digital media solution enhances the passenger experience while allowing advertisers and sponsors to connect with millions of travelers in even more valuable and compelling ways and offers a powerful new advertising platform that delivers messages from local and national brands to large numbers of sought-after business and leisure decision-makers. In the last three months, US Airways, Radisson Blu Hotels & Resorts, Barracuda Networks, Saint Joseph's University and the Philadelphia Museum of Art have all participated in the new digital network.

"Philadelphia International is among the first airports in the U.S. to introduce synchronized digital content to its advertising and passenger engagement program," said John Moyer, senior vice president, airport development, Clear Channel Airports. "This digital media network will offer prolonged and direct exposure, allowing brands and products to engage travelers as they move around the terminals."

The new technology installations are part of a seven-year contract awarded to Clear Channel Airports by the City of Philadelphia last year. Clear Channel Airports has been providing advertising and marketing programs at Philadelphia International Airport since 2006.

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) one of the world's largest outdoor advertising companies, reaches approximately 141 million people in the United States and approximately 374 million internationally, with more than 600,000 displays in over 40 countries across five continents, including 48 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1,000 digital displays across 37 U.S. markets. Clear Channel International operates in 30 countries across Asia, Australia and Europe in a wide variety of formats.

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Source: Clear Channel Outdoor Holdings