

BlueFocus Communications Group and Clear Channel Outdoor Partner to Promote Prominent Chinese Brands in U.S.

NEW YORK--(BUSINESS WIRE)-- [Clear Channel Outdoor \(NYSE:CCO\)](#), one of the largest outdoor advertising companies in the world, and [BlueFocus Communications Group \(BFCG, 300058.SZ\)](#), one of the largest communications groups in China, today announced a groundbreaking multi-year deal to promote prominent Chinese brands to American consumers via Clear Channel's digital out-of-home media in Times Square and in major U.S. airports, starting with San Francisco International Airport (SFO). Clear Channel Outdoor developed a winning proposal for BFCG which leveraged unique and powerful assets in Times Square through Clear Channel Spectacolor and at SFO through Clear Channel Airports. BFCG invested in and founded a brand new company – Beijing Blueskyfall Media Advertising Co., Ltd. to operate this project.



BlueFocus Communications Group to advertise Chinese brands in Times Square via Clear Channel Spectacolor (Photo: Business Wire)

Starting out as a public relations consultancy in 1996 and listed on Shenzhen Stock Exchange in 2010, BlueFocus has developed into a conglomerate specializing in digital marketing, public relations, creative advertising planning/media agency, events management and international communications. Committed to the

strategic goals of “digitalization” and “globalization,” BFCG envisions its business revenues will be ten times the present level in ten years. Over the past few years, the rapid growth of BFCG has drawn wide attention from the global communications industry. On the Holmes Report Global Ranking of PR Firms, BFCG has soared from the 75th place in 2007 to the 19th place in 2013; it has won several Gold SABRE Awards and IPRA Golden World Awards. In the context of globalization, BFCG's leadership teams in China and the U.S. will focus on helping their clients succeed with U.S. consumers via strategic marketing and media partnerships.

In making the announcement, Peter Mao, President of BlueFocus Communications Group said, “An increasing number of Chinese cities and commercial brands are eyeing global markets. We recognize their needs for building brands globally, and the U.S. market is

essential to the success of any brand with global aspirations. We chose Clear Channel Outdoor as our partner because of their leadership position in the most important U.S. markets including New York's Times Square, their comprehensive portfolio of solutions, and because of their pioneering success creating consumer engagement with social media and other digital platforms."

Clear Channel Outdoor is the largest outdoor advertising company in the U.S. and the leader in the transformation of out-of-home display formats to digital. CCO's national network of more than 1000 large format digital billboards now reaches more than 80 million adults monthly. CCO's brand division, Clear Channel Airports, has successfully developed and maintained the most comprehensive network of advertising media in major airports in North America and has over 280 airports worldwide. Its other brand division, Clear Channel Spectacolor, specializes in custom experiential marketing programs and awe-inspiring out-of-home spectacles in Times Square, Las Vegas and other venues across large and unique ad panels, full motion video screens, and wallsapes.

"BlueFocus boasts a rich history of conceptualizing and executing game changing advertising campaigns for their diverse and prestigious client base," said Suzanne Grimes, President and COO, Clear Channel Outdoor-North America. "This multi-year deal extends our scale and scope and creativity to their global expansion as we collaborate to push the boundaries of out-of-home for BlueFocus' clients who are seeking to engage with the US audience in even more meaningful ways."

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc., (NYSE:CCO) is one of the world's largest outdoor advertising companies, with more than 675,000 displays in over 40 countries across five continents, including 47 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 billboards across 39 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats. More information is available at www.clearchanneloutdoor.com.

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About BlueFocus Communications Group

BlueFocus Communication Group (BFCG) specializes in brand management solutions and marketing services for large enterprises and organizations. The Group's major service offerings cover digital marketing, public relations, advertising, event management, and international businesses. BlueFocus Communication Group (BFCG) was established in 1996 and was listed on the Shenzhen Stock Exchange/Growth Enterprise Market (300058.SZ) on February 26, 2010. BFCG's major subsidiaries include BlueDigital, Insight PR, Best Choice, Phluency, Dentsu BlueFocus, SNK, Eyes Media, Kingo Advertising, Bojie Media, BlueStrategy, Metta and We Are Social. BFCG provides services for over 1,000 MNCs and leading Chinese enterprises. Its clients include almost 100 Fortune 500 companies in the IT,

automobile, consumer goods, real estate, Internet, finance, and entertainment industries. Headquartered in Beijing, BFCG has many branches in the capital cities of various provinces, as well as a global network that covers Hong Kong, Taiwan, Singapore, North America, and Europe. The Group employs approximately 3,000 talents worldwide. Revenue in 2013 reached RMB 3.58 billion. The Group today has an estimated market capitalization of over RMB 25 billion (stock price).

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