

Millions of Voters Looked to Clear Channel Outdoor Digital Displays for ``Super Tuesday'' Primary Results

Digital Billboard Networks Posted Real-Time Election Results from MSNBC/msnbc.com While Record Number of Voters Turned out for Primaries

PHOENIX--(BUSINESS WIRE)--

Clear Channel Outdoor's (NYSE: CCO) digital billboard networks reached more than 12 million motorists and commuters during last week's "Super Tuesday" voting session, providing the public with real-time results of the Presidential Election Primaries through live RSS-feeds from msnbc.com. The changeable, LED-equipped billboards posted updates of tallies in 14 out of 17 of the markets where Clear Channel Outdoor has networks.

"Clear Channel Outdoor proved to be a great partner with the reach to get our election results out to a vast audience in high-traffic areas," said Frank Radice, EVP of NBC Agency/MSNBC Creative Services. "The ability to provide real-time election results on a digital OOH screen was a great complement to our TV and digital distribution channels."

Clear Channel Outdoor posted campaign results on digital billboard networks in Akron, Albuquerque, Chicago, Cleveland, Columbus, Las Vegas, Memphis, Milwaukee, Minneapolis, New Jersey, Orlando, Philadelphia and Tampa, and two networks in both Las Vegas and Los Angeles. Of these markets, those that did not participate in voting on Super Tuesday, reported results from other states on Clear Channel Outdoor billboards in rotations of one state at a time. Advertisements or public service announcements rotate continuously on each board, and images can be scheduled to run by day part. While this flexibility greatly benefits advertisers, it is also pivotal to community awareness. Clear Channel Outdoor's digital networks are deployed by the FBI to display "wanted" messages across the country to apprehend criminal suspects, and by Amber Alert programs enabling local law enforcement to disseminate both text information and any available photographs when a child has been abducted.

"This election coverage, preceded by our FBI emergency messaging program, clearly demonstrates the ability of our digital displays to get important information to communities across the country when they need it and where they are traveling most frequently," said Paul Meyer, President and Chief Operating Officer of Clear Channel Outdoor. "The primary election partnership with MSNBC is a great example of how other forms of media can utilize the versatile technology and timely delivery of our digital billboard networks."

"Msnbc.com is known for taking innovative approaches to delivering news and information to consumers," said Catherine Captain, Vice President of Marketing at msnbc.com. "By partnering with Clear Channel, we leveraged the enormous interest in Super Tuesday and

combined it with a digital billboard to create a platform where millions of consumers got real-time elections results from our site - even if they were in transit. We love the ability to deliver great content, on any platform, and in new and unexpected ways."

About Clear Channel Outdoor

Clear Channel Outdoor (NYSE: CCO) is the world's largest outdoor advertising company with over 973,000 displays in more than 60 countries across 6 continents. In the United States, the company operates over 167,000 advertising displays and has a presence in 49 of the top 50 Designated Market Areas. It also operates airport, rail, taxi and mall advertising businesses worldwide. Its Spectacolor (U.S.) and DEFI (international) divisions are the global market leaders in spectacular sign displays, including in New York's Times Square. Clear Channel Adshel is the company's international street furniture division, which operates over 3,500 municipal advertising contracts worldwide. More information may be found by visiting www.clearchanneloutdoor.com

About MSNBC

Built on the worldwide resources of NBC News, MSNBC defines news for the next generation with world-class reporting and a full schedule of live news coverage, political analysis and award-winning documentary programming - 24 hours a day, seven days a week.

About msnbc.com

Msnbc.com delivers a fuller spectrum of news. Drawing on its award-winning original journalism, NBC News heritage, trusted sources and Microsoft's advanced technologies, the site presents compelling, diverse and visually-engaging stories on the consumer's platform of choice. Based in Redmond, WA, msnbc.com is a joint venture of Microsoft (NASDAQ: MSFT) and NBC Universal (NYSE: GE).

Source: Clear Channel Outdoor Holdings, Inc.