

Clear Channel Airports Named Premiere Display Advertising Provider for Washington Dulles International and Reagan National Airports by Metropolitan Washington Airports Authority

Displays Will Help Airport Advertisers Reach a Combined 41 Million Travelers Annually

Digital Media Program Will Be Among the World's Most Beautiful, State of the Art and Architecturally Integrated

NEW YORK--(BUSINESS WIRE)-- [Clear Channel Airports](#) (CCA), a brand division of [Clear Channel Outdoor](#) Americas (CCOA) (NYSE:CCO), and a subsidiary of iHeartMedia Inc., today announced the Metropolitan Washington Airports Authority (MWAA) awarded them, an eight-year contract with one two-year option to provide comprehensive indoor and outdoor display advertising at Washington, D.C.'s two airports – Washington Dulles International (IAD) and Ronald Reagan Washington National (DCA). The contract began March 1, 2016.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160311005564/en/>



Travelers through Washington's Reagan National Airport will be greeted at security by this new 21 foot digital advertising display (Photo: Business Wire)

The new relationship further augments Clear Channel Outdoor Americas' position as the leading digital out of home media provider in the Washington, D.C. metropolitan area. CCOA's digital portfolio reaches nearly 50 percent of the Washington D.C. market, accounting for 8.5 million impressions per week, including both pedestrian and vehicular traffic. CCOA already boasts

nearly 3,000 displays covering 17 counties throughout the market, as well as 110 digital transit shelters located in the most highly-visited and trafficked areas of the District. It also has a significant presence along major metro area interstate highways in and around the nation's capital, including I-295, Rt. 50 and Rt. 301.

The Airports Authority's partnership with Clear Channel Airports will bring new, state-of-the-art displays and interactive technology to both Reagan National and Dulles International airports, providing an opportunity to further enhance the passengers' experience.

"As we began the competitive process for an advertising contractor for our airports, we knew we wanted a company with the experience and expertise to drive advertising at two of the nation's largest airports, and the creativity to help us be on the leading edge of the industry; Clear Channel Airports clearly demonstrated the capability to do so," said Airports Authority Vice President for Airline Business Development Mike Stewart, who led the procurement.

Lauded by airports across the globe for carving out a holistic approach to advertising that delivers on multiple levels, CCA will execute for MWAA a comprehensive media program that wows travelers and attracts local, regional, national and international brands to the space. Additionally, media buying agencies heralded CCA's win at DCA and IAD as good news for their clients with a proven advertising business partner.

"We're delighted with CCA winning the D.C. aviation marketplace and are confident in their continued commitment to delivering great exposure and overall experience on behalf of our clients, said Greg Kurowski, vice chair, Periscope. "We're looking forward to a continued partnership we've built on teamwork and trust."

In addition to enhancing the air passenger travel experience with engaging displays, Clear Channel Airports media technologies are expected to attract local, regional and global advertisers. CCA's comprehensive media program will span 10 different digital networks on more than 120 digital devices featuring some of the world's most flexible, state-of-the-art designs that will be fully integrated into the architecture of each airport. CCA has agreed to provide the following enhancements:

- The Washington Dulles International program will include four unique digital networks featuring 75 high definition digital screens and three large format digital screens
- The Reagan National program will include six unique digital networks featuring 49 high definition digital screens and three 21 foot iconic digital screens
- Both airport programs will provide numerous amenities to enhance the passenger experience including digital directories with concession stand signage as well as custom design free phone charging stations featuring digital signage, complimentary phone service and work surfaces
- Digital Visitor Information Centers that can showcase area museums, other attractions, restaurants and hotels
- Integrated sense of place theming

"Clear Channel Airports is excited to partner with the Metropolitan Washington Airports Authority and become the premiere media provider to both the Washington Dulles International and Ronald Reagan National Airports," said Toby Sturek, EVP, Specialty

Businesses, CCOA. "Our exclusive contract offers brands and agency specialists a one-stop solution to reach consumers across the entire Washington, D.C. area by leveraging our new cutting edge digital media opportunities and large format displays that will engage and entertain travelers not only at Reagan National and Dulles Airports but on CCOA's extensive digital network throughout the D.C. metro region. We are very impressed with MWAA's dedication to providing passengers with high-quality, state-of-the-art amenities and we are confident our enhanced products are on par with what sponsors and passengers would expect to find in our nation's Capital.

About Clear Channel Airports

Dedicated to airport advertising for more than 40 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 265 airport programs across the globe and has a presence in four of the top five and 11 of the top 20 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, with more than 650,000 displays in over 35 countries across five continents, including 43 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 1,050 digital billboards across 29 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in 22 countries across Asia, Australia and Europe in a wide variety of formats. More information is available at www.clearchanneloutdoor.com and www.clearchannelinternational.com.

***Like us on Facebook at [facebook.com/CCOutdoor](https://www.facebook.com/CCOutdoor)
Follow us on Twitter at twitter.com/CCOutdoorNA***

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20160311005564/en/>

Clear Channel Outdoor Holdings, Inc.
Jason King, (212)-812-0064
jasondking@clearchannel.com

Source: Clear Channel Outdoor Holdings, Inc.