

# Interspace Airport Advertising Launches State-of-the-Art Display Program at Turks & Caicos Islands Airports

*Program to Transform Providenciales International Airport and JAGS McCartney International Airport into Hi-Tech Corporate and Community Showcases*

PROVIDENCIALES, Turks & Caicos Islands--(BUSINESS WIRE)-- Interspace Airport Advertising, TCI, Ltd. (IAA), a subsidiary of Clear Channel Airports (CCA), the world's leading marketer of airport advertising, and Turks & Caicos Islands Airport Authority have launched new Corporate and Community Showcase Programs at Providenciales International Airport and JAGS McCartney International Airport for area businesses and organizations, aiming to provide the airport with digitally driven platforms that will better welcome the islands' visitors more than ever before. The program launch is timed to a newly signed 10-year contract that names IAA as the exclusive advertising marketer for the two airports.

As part of this unique program, IAA invested in state-of-the-art advertising displays interspersed throughout the Airports. IAA has installed strategically placed innovative digital displays, incorporating modern technology throughout the entire airport, such as Hi-Def LCD screens and large Tension Fabric Displays, setting a warm scenic tone that welcomes the affluent, luxury-seeking tourists and business travelers visiting the islands.

"We are excited to engage in such a productive partnership with Interspace," said John T. Smith, CEO of Turks & Caicos Islands Airport Authority. "The airport has been looking to partner with a professional company with great expertise, and we are thrilled to have the opportunity to bring in IAA's dynamic new technology and creative displays that will drive interest towards leading businesses and attractions on the islands."

"This new platform will accommodate more local and national businesses who are targeting the increasing audience of jet-setters and business travelers to the islands," said Scott Appnel, Project Marketing Manager of Interspace. "More than 40 companies in the hospitality, tourism, telecom and real estate industries have already taken advantage of the opportunity to solidify long-term campaigns around these new marketing platforms."

"The unique displays and technology being introduced into Providenciales International and JAGS McCartney Airports are representative of our ability to offer our customers extensive reach and knowledge," added Toby Sturek, President of Clear Channel Airports, IAA's parent company. "Through this program, the airport will be further transformed into an innovative, leading attraction for the entire Caribbean business community."

The new digital advertising and large format graphical program options were developed to provide contemporary marketing solutions to local brands and organizations and enhance IAA's ability to drive the results that they need. For more information on the advertising opportunities, please contact Mr. Appnel at [scottappnel@clearchannel.com](mailto:scottappnel@clearchannel.com).

Clear Channel Airports is the premiere airport advertising company, whose programs serve as a catalyst for promoting tourism, economic development and community support for local airports. Clear Channel Airports has grown to handle more than 260 airport programs throughout North and Central America, the Caribbean and the Pacific Rim.

### **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), the world's largest outdoor advertising company, currently operates more than 260 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](http://www.clearchannelairports.com) and [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com).

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