

Clear Channel Outdoor - Canada Selected as Exclusive Media Provider by City Centre Terminal Corp. for Billy Bishop Toronto City Airport Terminal

New Partnership Will Enhance Traveler Experience and Bolster Advertising Revenue with Digital Media

TORONTO--(BUSINESS WIRE)-- City Centre Terminal Corp. (CCTC) recently awarded [Clear Channel Outdoor Company Canada \(CCOC\)](#) a 10-year contract to provide a comprehensive advertising program boasting the latest in immersive and experiential digital media technologies for Billy Bishop Toronto City Airport's (BBTCA) passenger terminal. The BBTCA contract is effective September 1, 2014 and with Toronto Pearson, Vancouver International and Canadian Regional Airports already in its portfolio, CCOC is in the unique position to help brands reach nearly two-thirds of passenger volume travelling annually through Canadian airports.

"Clear Channel Outdoor global airports experience will bring a new level of sophistication to the passenger terminal experience," said Michael Deluce, executive vice president and chief commercial officer, City Centre Terminal Corp. "This includes advertising and traveler amenities, while enhancing terminal revenue."

The new partnership and digital makeover at the BBTCA terminal includes the latest in display and interactive technologies to make travel more enjoyable for passengers while providing local, regional and global advertisers with an interactive media platform to better promote their products and services.

"Our plan includes introducing modern conveniences for passengers and energy conscious designs and digital media concepts that render advertisers critical audience engagement opportunities while delivering a vital revenue stream to the airport terminal," says Toby Sturek, executive vice president, specialty businesses, [Clear Channel Outdoor-North America](#).

Clear Channel Outdoor Company Canada will install five large-format digital displays throughout the airport terminal, allowing brands to connect with passengers in new and even more meaningful ways. Interactive advertiser displays will be encouraged capitalizing on passenger dwell time and creating engagement opportunities for marketers.

The BBTCA terminal represents Clear Channel Outdoor Company Canada's second major expansion this year. Earlier in 2014, the company acquired the rights to advertising media at Toronto's Union Station, which serves over 65 million commuters annually.

About Clear Channel Outdoor Company Canada

Clear Channel Outdoor Company Canada, (CCOC) is owned by Clear Channel Outdoor Holdings, Inc., (NYSE:CCO) and by EL Media Holdings Canada. CCOC is an innovative leader in Canadian Airport, Mall, Spectacular and Digital OOH media and manages Ottawa's transit shelters. CCOC spectacular static and digital media networks are available across our 11 Airport network, and the premium Cadillac Fairview 16 mall portfolio. In addition CCOC offers spectacular and digital media on Toronto's Gardiner Expressway, at Toronto Eaton Centre, Dundas Square and Union Station.

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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 37 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.

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About EL Media Holdings Canada

EL Media Holdings Canada is a joint venture between The Ellman Companies and Cantor Fitzgerald. EL Media operates in the U.S. under the name Branded Cities Network, a fully integrated, digital, spectacular signage media company. BCN's current U.S. platform includes Los Angeles, Las Vegas, Phoenix, Denver, New York and New Jersey. BCN is also owned by The Ellman Companies and Cantor Fitzgerald. Ellman is a privately-owned media, real estate and investments company founded in 1972 with diverse ownership interests throughout the U.S., Canada and the Caribbean. For more information visit:

www.brandedcities.com or www.ellmanco.com. Cantor Fitzgerald is a preeminent capital markets investment bank serving more than 5,000 institutional clients around the world, recognized for its strengths in fixed income and equity capital markets, investment banking services, prime brokerage and commercial real estate financing. For more information visit: www.cantor.com.

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