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 **Clear Channel Outdoor**

# Clear Channel Outdoor Extends Bus Shelter Contract in Oxford

LONDON--(BUSINESS WIRE)--

Clear Channel Outdoor UK has clarified its bus shelter contract in Oxford and is increasing the number of ad panels on bus shelters across the city, including the addition of 45 new sites in the City Centre.

Cllr Jean Fooks, Executive Member for a Cleaner City in Oxford, said: "We are delighted that the number of bus shelters in Oxford is going to increase over the next few years. Oxford leads the country outside London in bus use, so it is really important to have first-class infrastructure for the passengers."

Clear Channel has held the bus shelter contract with Oxford since 1987 and has now confirmed the arrangements which will be in place until 2022.

According to Barry Sayer, Chief Executive of Clear Channel Outdoor UK: "While Oxford is famous world-wide for its University, it is also home to a growing hi-tech community with many businesses located in and around the city. Through our partnership with Oxford City Council we have been able to increase our provision of shelters and ad panels which will improve the infrastructure of the city and the ability of advertisers to reach target audiences."

The new shelters will be of two designs - the Insignia and Landmark shelters from the Clear Channel Choice collection. All the new shelters will be capable of carrying real time technology cases.

About Clear Channel Outdoor in the UK

Clear Channel Outdoor UK is the United Kingdom's leading outdoor advertising company, providing more than 70,000 advertising opportunities across its four premier brands: Clear Channel Billboards, Clear Channel Adshel, Clear Channel Pinnacle and Taxi Media. Clear Channel Adshel is the UK's leading supplier of 6-sheet advertising with 65% of the UK roadside 6-sheet market. Clear Channel Adshel offers point of sale opportunities at Sainsbury's and Somerfield supermarkets and in over 80 UK shopping centres as well as advertising at music venues and universities. Clear Channel Adshel also offers sites at Birmingham International Airport. Clear Channel Billboards is the market leader in 96 sheet billboards and provides a national offering of 48 sheet billboards across the United Kingdom and Ireland. Clear Channel Pinnacle offers premium advertising on over 200 special high-profile sites such as London's Cromwell Road and M4 Towers.

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](http://www.clearchanneloutdoor.com).

Source: Clear Channel Outdoor