

# Clear Channel Outdoor Launches SmartBike Program in Nation's Capital

**Company Reveals on Fox News Channel Today That It's Bringing Revolutionary Means of Public Transportation to the United States Initiative Follows Unprecedented Demand in Europe**

PHOENIX--(BUSINESS WIRE)--

Clear Channel Outdoor today announced on Fox News Channel's "America's Pulse" afternoon news program that it will launch the country's first public bike sharing program pursuant to the existing bus shelter contract the company has with the District of Columbia. Operational for over a decade throughout Europe, SmartBikes will provide an exciting new means of public transportation available from bike stations that the company has installed and will maintain at 10 key locations throughout Washington, D.C.

The program will officially kick off in mid May with a ceremony to be attended by District of Columbia officials. Martina Schmidt, President of Clear Channel Adshel was interviewed earlier on Fox and commented: "Practical and lightweight, the SmartBikes to be unveiled at the kick off event will offer a new form of mobility, complementing Washington, D.C.'s existing transportation networks."

The SmartBike program delivers a number of key benefits, chief among them the ability to reduce traffic congestion and pollution. Users can sign up for the SmartBike program - through online subscription or by calling Clear Channel Outdoor's service center (1-800-899-4449).

All of the bike programs operated by Clear Channel have proven to be a success. Nearly eight million trips have been taken on the bikes by a combination of some 180,000 users. It is estimated that in total over 25 million miles have been traveled on public bikes operated by Clear Channel Outdoor.

"For nearly 25 years now, Clear Channel Outdoor has had a tremendous relationship with the District Department of Transportation for our bus shelter franchise," said Steve Ginsburg, General Manager for Clear Channel Outdoor, Washington/Baltimore. "It's a natural extension of that relationship to bring a bike sharing program to D.C. residents that is quick, reliable, easy to use and available seven days a week."

"SmartBike has experienced incredible success as a preferred method of public transportation in European markets like Barcelona, where over 100,000 people have now registered to participate. It's exciting to launch the first U.S. program in our nation's capital," said Paul Meyer, President and Chief Operating Officer for Clear Channel Outdoor. "Our SmartBike programs also provide a fantastic sponsorship opportunity for health conscious, sporting and active lifestyle brands."

## About Clear Channel Outdoor

Clear Channel Outdoor (NYSE:CCO) is the world's largest outdoor advertising company with close to one million displays in 49 countries across 5 continents. In the United States, the company operates just under 200,000 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. Clear Channel Outdoor also operates digital displays and networks in most of its divisions. More information may be found by visiting [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com).

Source: Clear Channel Outdoor