

# Clear Channel Outdoor's Digital Billboard Networks Across the Country to Display AMBER Alerts

## Over 180 Displays to Post Test Alerts Today

PHOENIX--(BUSINESS WIRE)--

Clear Channel Outdoor (NYSE:CCO) today announced it will be partnering with the Outdoor Advertising Association of America (OAAA), the Justice Department and the National Center for Missing & Exploited Children (NCMEC) to deploy its digital billboard networks across the country to help recover abducted children through the distribution of AMBER Alerts. Simultaneous tests will be conducted today on 181 Clear Channel Outdoor displays nationwide, including a flagship location in New York's Time Square.

"Digital billboards have proven to be invaluable community services tools," said Paul Meyer, Global President of Clear Channel Outdoor. "With instantaneous alerts, they are one of the most effective means of aiding the search and rescue of missing children, and in providing emergency messaging of many types."

The AMBER Alert Program is a voluntary partnership between law-enforcement agencies, media outlets and transportation agencies to activate an urgent bulletin in the most serious child abduction cases. Now in 21 markets, Clear Channel Outdoor's digital networks enable law enforcement to display both text information and any available photographs on its billboards, which are located in high-traffic areas. Clear Channel Outdoor recently expanded its coverage with the addition of networks in Atlanta, Indianapolis and Phoenix.

Nancy Fletcher, OAAA's president and CEO commented today that "digital billboards are on the cutting edge of outdoor advertising technology and are uniquely suited to purposes like AMBER Alerts. Because they can be updated by computer, AMBER Alerts on digital billboards can reach thousands of drivers within minutes of the Alert being issued."

AMBER is an acronym for "America's Missing: Broadcasting Emergency Response." The program began in Texas in 1996 when Dallas-Fort Worth broadcasters teamed up with local police to develop an early warning system to help find abducted children, in memory of nine-year-old Amber Hagerman who was abducted and murdered in Arlington, TX, in 1996. Since the program's inception, AMBER alerts have been credited with the successful recovery of more than 399 children.

### 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).

Certain statements in this release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

Source: Clear Channel Outdoor Holdings