

Clear Channel Partners with Geodelic to Launch the Ultimate Mobile Guide for Smart Air Travelers

FLYsmart App Delivers Air Travelers Everything They Need with Just One Touch

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Clear Channel Airports (CCA), the world's leading marketer of airport advertising, has teamed with Geodelic, a Santa Monica based tech start-up, to create FLYsmart, a free location-based mobile app. FLYsmart allows air travelers to quickly locate services and amenities in terminals, as well as browse live feeds of arrival and departure information.

As part of Geodelic's extensive network, FLYsmart intuitively maps and displays all the immediate information busy air travelers need to locate anything from news stands, gift shops and restaurants, to terminal information, restrooms and more. With just one touch, the map enables travelers to navigate concourses. Another touch can show hotels and services around the airport and even access information about the current city for travelers.

FLYsmart is the first product from this partnership. Rahul Sonnad, founder and CEO of Geodelic, notes that, "Combining Geodelic's advanced location services technology platform and user engagement features with Clear Channel's comprehensive airport presence has enabled us to create the most powerful, relevant and useful product in its genre."

"The FLYsmart mobile application further demonstrates Clear Channel Outdoor's commitment to driving new and creative applications of the out-of-home medium," said Ron Cooper, CEO of Clear Channel Outdoor. "Our partnership with Geodelic, and their commitment to innovation, is proving essential to delivering the cutting-edge FLYsmart app to airports nationwide. By leveraging our vast airports network, latest digital technologies and the power of mobility, we're creating compelling and exciting ways for brands to engage and reach new audiences."

"Airports are always looking to improve the traveler experience and find new ways to garner the attention of transient passengers in promoting food, retail and other concessions," commented Toby Sturek, President of Clear Channel Airports. "FLYsmart will do all that in the most relevant, convenient and contemporary way."

FLYsmart is available now for free download for the iPhone smart phones, with an Android version expected to be released soon. A BlackBerry version is slated for release in early Fall. The app will initially be launched in ten of North America's largest airports including Atlanta, Boston, Chicago O'Hare, Dallas Fort Worth, Denver, Detroit, Philadelphia, Phoenix, San Francisco and Seattle. New airports, of all sizes, will be added each week.

Dedicated to airport advertising for more than 30 years, CCA is the premier innovator of contemporary display concepts that currently handles more than 200 airport programs across the globe. CCA has a presence in 32 of the top 50 U.S. markets with major airports.

About Clear Channel Outdoor:

Clear Channel Outdoor (NYSE:CCO) is the world's largest outdoor advertising company with close to one million displays in over 50 countries across 5 continents. In the United States, the company operates over 200,000 advertising displays and has a presence in 48 of the top 50 Designated Market Areas. It also operates airport, rail, 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 or www.clearchannelairports.com.

About Geodelic:

Geodelic has created a new mobile media platform that enables brands to engage with consumers in location-specific activity. This technology gives consumers access to a content-rich network of guides relevant to where they are at any time. The Geodelic application, now available for Android and iPhone and currently in development for BlackBerry, is used by leading brands and distributed by major carriers around the world. The venture-funded company was founded in 2008 and is based in Santa Monica, California. For more information, please visit www.geodelic.com.

Source: Clear Channel Outdoor Holdings