

Clear Channel and Geodelic Introduces FLYsmart App for Android

Ultimate Mobile Guide For Air Travelers Expands Airport Network and Upgrades User Interface

Case Study: Showcasing the FLYsmart Experience at Port Columbus International Airport

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Airline ticket. Check. I.D. Check. [FLYsmart app](#). Check. Just in time for the bustling holiday travel season, [Clear Channel Airports](#) (CCA), the world's leading marketer of airport advertising, and [Geodelic](#), a leader in location-based publishing, today announced the availability of its FREE mobile app, FLYsmart, for Android devices. Additionally, FLYsmart has added nine more airports to its growing national network and enhanced the user interface of its popular Flight Tracking feature.

FLYsmart equips savvy air travelers with a complete terminal directory - maps and all. Quickly locate gate locations, ATMs, newsstands, restaurants, gift shops, clubhouses, restrooms and other amenities inside airports across the nation. iPhone, iPod touch, iPad and, now, Android users can also access live feeds of flight arrivals and departures. Outside the airport terminal, the app provides a Geodelic location discovery guide, which finds things to do in a user's destination city, and directly links to Wikipedia entries for added information on local attractions.

"We're creating tremendous opportunities for travelers to discover and engage with airport merchants as well as local city attractions with the FLYsmart app, which is quickly becoming the essential travel guide," said Toby Sturek, President of Clear Channel Airports. "Clear Channel Airports has tapped into our comprehensive network of major North American airports to double the number of airport directories accessible to FLYsmart users and we look forward to further enhancing the travel experience with our mobile app for business and leisure travelers nationwide."

"FLYsmart has garnered rave reviews and we're committed to expanding the app onto more platforms, optimizing the user experience, and creating an open system to enable a broad range of enhancements. This approach will result in the most comprehensive and useful airport guide for on-the-go audiences," commented Rahul Sonnad, founder and CEO of Geodelic.

FLYsmart has added the following new airports to its national network:

-- Chicago Midway Int'l Airport (MDW)	-- New York JFK Airport (JFK)
-- McCarran Int'l Airport (LAS)	-- New York LaGuardia (LGA)
-- Los Angeles Int'l Airport (LAX)	-- Tampa Int'l Airport (TPA)
-- Miami Int'l Airport (MIA)	-- Will Rogers World Airport (OKC)

-- Minneapolis-St. Paul Int'l Airport
(MSP)

This airport expansion broadens FLYsmart's existing roster of North America's largest airports, which includes: Atlanta Int'l Airport (ATL), Chicago O'Hare Int'l Airport (ORD), Dallas/Fort Worth Int'l Airport (DFW), Denver Int'l Airport (DEN), Detroit Metro Airport (DTW), Logan Int'l Airport (BOS), Philadelphia Int'l Airport (PHL), Phoenix Sky Harbor Int'l Airport (PHX), Port Columbus Int'l Airport (CMH), San Francisco Int'l Airport (SFO) and Seattle-Tacoma Int'l Airport (SEA).

Separately, FLYsmart has upgraded its Flight Tracking user interface to enable consumers to view arriving and departing flights at a glance by pushing relevant information to the forefront.

Showcasing FLYsmart at Port Columbus International Airport

Port Columbus International Airport, which serves the travel needs of Central Ohio, launched a comprehensive FLYsmart campaign featuring a dozen Airport Ambassadors to help introduce travelers to FLYsmart. Equipped with iPads, the ambassadors are able to access and demonstrate FLYsmart's comprehensive directory, innovative mapping system and improved Flight Tracking feature to passengers throughout the terminal. Aside from ambassadors, Port Columbus ran display promotions across the airport's highly trafficked areas to promote FLYsmart.

According to the Columbus Regional Airport Authority Concessions Manager, David W. Saleme, Esq., A.A.E., "Through the FLYsmart app, we're showcasing the power of mobility for improving the traveler experience by being able to instantly explore information on the airport and the local community. Using the app on an Android device, an iPhone, iPod touch or an iPad, travelers can easily access airline and flight information, a detailed terminal map, website links, and social media feeds."

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.

As part of the Geodelic network, FLYsmart is accessible by more than 800,000 users. A BlackBerry version of the app is slated for release later this year. New airports, of varying sizes, will be added frequently. Visit www.flysmartapp.com to get started now.

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