

# Iconic Radio Dominates Times Square as Clear Channel Spectacolor Exhibits Winning Artwork for Tivoli Audio's Global Design Competition

Leading Audio Company Celebrates 10<sup>th</sup> Anniversary with Creative Campaign that Culminates on Times Square Billboard

Clear Channel Outdoor (NYSE: CCO):

WHO: [Clear Channel Spectacolor](#), the U.S. market leader in spectacular sign displays and a division of the world's largest outdoor advertising company, Clear Channel Outdoor (NYSE: CCO), and [Tivoli Audio](#), an international maker of high-end designer audio products.

WHAT: With the help of Clear Channel Spectacolor, Tivoli Audio celebrates its 10<sup>th</sup> anniversary with a 31-by-98 foot building wrap showcasing its latest [Model 10](#), a high fidelity digital AM/FM clock audio system. In celebration of its anniversary, Tivoli Audio sponsored an international graphic billboard design competition open to designers, illustrators, photographers and students around the world based on the new Model 10 radio. The winning design came from Huan Miao Khoo, a 24 year-old Malaysian student completing his Master of Architecture degree at the University of Sydney in Australia. Khoo's design features the Model 10 opening like a gift box, revealing meshed wires and a violinist inside, capturing the high-quality of Tivoli Audio products as if real musicians were performing "live" inside of the radio.

WHY: Clear Channel Spectacolor's wide range of out-of-home (OOH) marketing resources in major pedestrian destinations such as Times Square allows brands to deliver messages directly to consumers in unique and innovative ways. Driven by creativity, the Company also provides an opportunity for billboards to stand like canvases, showcasing its versatility through displays of artwork and designs. For this initiative, Spectacolor worked with Tivoli Audio to present the winning design of a competition which received nearly 3,000 entries from 95 countries worldwide.

Clear Channel Spectacolor's dynamic, two dimensional vinyl billboard set in the [Marriott Marquis rotunda](#) in the heart of Times Square attracts a diverse range of more than 500,000 consumers daily. The billboard is center stage for such iconic events as New Year's Eve, the Thanksgiving Day Parade, Broadway-on-Broadway and the millions of tourist photos taken each year.

WHEN: The Clear Channel Spectacolor billboard launched on December 1, 2010 and will be on display through New Year's Eve, December 31, 2010.

WHERE: In the vibrant center of the world-famous Times Square bow-tie on Clear Channel Spectacolor's New York Marriott Marquis outdoor advertising property located at 1535

Broadway, between 45<sup>th</sup> and 46<sup>th</sup> streets.

Source: Clear Channel Outdoor Holdings