

Clear Channel Outdoor Signs Digital Billboard Partnership with Albuquerque School District

New Flexible Digital Displays Offer Schools New Opportunities to Showcase Successes and Engage with Local Community

ALBUQUERQUE, N.M.--(BUSINESS WIRE)-- Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) today announced a new digital billboard partnership with the Albuquerque School District (APS). Four new poster size digital displays will be launched in high trafficked locations surrounding Cibola, Del Norte, Eldorado and Manzano high schools in March this year.

"We're committed to using these new digital boards to enhance the local community. APS will be responsible for monitoring and approving all ad copy to ensure the messages displayed will be of the highest standard and beneficial to the school environment, commented Monica Armenta, Executive Director of Communications for Albuquerque Public Schools.

Clear Channel Outdoor has partnered with the Albuquerque School District to develop ad copy standards that include restrictions on categories that include alcohol, gaming, tobacco, amongst others. Furthermore, one out of every eight ad rotations on the digital boards will be used for communicating APS campaigns and messages.

"This public-private collaboration represents a win-win for the school district and local community," said Sally Adams, President of Clear Channel Outdoor in Albuquerque. "The dynamic digital displays will help schools to deliver their own messages to the local community and provide a new platform for public service announcements and serving emergency response needs in real time."

Digital billboards have proven to be invaluable community services tools in delivering emergency messaging to the public quickly. With instantaneous alerts, digital billboards are one of the most effective means for public service communications and in providing emergency messaging of many types. Digital Outdoor offers unparalleled flexibility to advertisers, allowing them to adapt their messages to the time of day and market conditions, as well as target specific audiences demographically and geographically.

About Clear Channel Outdoor

Clear Channel Outdoor (NYSE:CCO) is the world's largest outdoor advertising company with close to one million displays in 45 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

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Source: Clear Channel Outdoor Holdings