

Clear Channel Airports Extends Relationship with Sacramento International Airport

Company Named as Exclusive Advertising Partner

Investing in Latest Generation Display Formats and Technologies throughout Airport and New Terminal; Launching New Community Showcase Program for Area Businesses

SACRAMENTO, Calif.--(BUSINESS WIRE)-- Clear Channel Airports (CCA), the world's leading marketer of airport advertising, and the County of Sacramento, have entered into a contractual relationship whereby CCA will be the exclusive advertising marketer for Sacramento International Airport. CCA, which has served the airport since 1998, was recently selected through a competitive bid process as the airport's exclusive advertising partner.

CCA will expand its existing presence throughout Sacramento International Airport by launching a dynamic Community Showcase program timed to the October 6th opening of the airport's brand new [Central Terminal B](#) to serve the needs of area businesses and organizations. The Company is in the process of creating in a new high-tech advertising environment for the terminal with innovative digital displays and new technology, such as LCD's, touch screen digital kiosks and tension fabric displays. Local and regional businesses will have the opportunity to capture the attention of more than 16 million people who utilize the airport annually.

"Opening Central Terminal B solidifies Sacramento International Airport's position as 'Gateway to Northern California and the World' and introduces our customers to new, state-of-the art technology designed to improve the customer experience," said G. Hardy Acree, Sacramento County Airport System Director of Airports. "We look forward to receiving positive feedback from our customers in regard to Clear Channel's new, innovative approach to customer information and advertising."

"This is an exciting time for Clear Channel Airports as we are taking our partnership with the Sacramento International Airport to a whole new level," said Scott Appnel, Project Marketing Manager of Clear Channel Airports. "We are pleased to have the opportunity to further our relationships with the local businesses of Sacramento and offer companies a chance to utilize Clear Channel's dynamic new technology and creative displays to showcase their brands and messaging. Already, over a dozen local businesses representing the travel and leisure, education, financial service and consumer goods sectors have taken advantage of the opportunity to plan long-term campaigns around these new marketing platforms."

"The unique displays and technology being incorporated into Sacramento International Airport's new terminal and throughout the rest of the airport are representative of our ability to offer our customers extensive reach and knowledge," added Toby Sturek, President of Clear Channel Airports. "More and more marketers are identifying and seizing the

opportunity to advertise in airports across the country to take advantage of an attentive clientele of domestic travellers.”

As a focal point of the region, the Airport allows leaders in the business community to join forces to show their support for the Airport as an economic driver and communicate the vitality of the Sacramento region by participating in the program. For more information on the advertising opportunities, please contact Mr. Appnel at scottappnel@clearchannel.com.

Clear Channel Airports is the premiere airport advertising company in North America, whose programs serve as a catalyst for promoting tourism, economic development and community support for local airports. Clear Channel Airports has grown to handle over 200 airport programs throughout North and Central America, the Caribbean and the Pacific Rim.

Clear Channel Airports programs have won eleven of the fourteen airport advertising awards given over the past seven years by Airports Council International (ACI-NA), the largest airport organization in North America. Winning programs have included: Sarasota, FL; Dayton, OH; Savannah, GA; Halifax, Nova Scotia; Melbourne, FL; Albany, NY; Norfolk, VA; Portland, OR; and St. Thomas, USVI.

About Clear Channel Airports

Dedicated to airport advertising for more than 36 years, Clear Channel Airports is the premier innovator of contemporary display concepts. The Company, a division of Clear Channel Outdoor Holdings, Inc. (NYSE:CCO), the world’s largest outdoor advertising company, currently operates more than 265 airport programs across the globe and has a presence in 32 of the top 50 U.S. markets with major airports. More information can be found on Clear Channel Airports and Clear Channel Outdoor by visiting www.clearchannelairports.com and 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.

Clear Channel Airports
Scott Appnel, 610-442-8706
scottappnel@clearchannel.com
or
Faith Roland, 800-628-6800
faithroland@clearchannel.com

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