

Clear Channel Outdoor Leverages Immediacy and Impact of Digital Billboards to Keep Residents Informed About Public Safety During Dangerous Blizzard

NEW YORK, Feb. 8, 2013 /PRNewswire/ -- To provide citizens across metroNew York City area up to White Plains, New York, with up-to-date information on this weekend's blizzard, Clear Channel Outdoor Holdings, Inc. (NYSE: CCO), one of the world's largest outdoor advertising companies, is displaying real-time storm information from WNBC on its network of digital billboards.

The messages are being displayed on 26 digital billboards across metroNew York City located on major highways including I-495, I-78, I-280, I-287, I-278, I-95, Rt. 46, Rt. 21 and Rt. 22, and 10 Junior Digital Posters on Martine, Hamilton and Mamaroneck Avenues and Ferris and Main Street in White Plains.

The storm advisories began running last night at 8pm EST and will continue through the weekend. Since the messages on the digital billboards can be quickly changed, Clear Channel Outdoor will be consistently updating them with the latest information about the blizzard. This is just one of the many examples of how digital billboards can be used to not only inform citizens, but also keep them safe in times of emergency or severe weather conditions.

In addition to supporting the metroNew York City and Westchester County area, Clear Channel Outdoor is using its seven digital billboards in the Boston area to support public safety in partnership with the Massachusetts Emergency Management Agency.

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc., (NYSE:CCO) one of the world's largest outdoor advertising companies, reaches approximately 141 million people in the United States and approximately 374 million internationally, with more than 600,000 displays in over 40 countries across five continents, including 49 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers 963 digital displays across 37 U.S. markets. Clear Channel International operates in 30 countries across Asia, Australia and Europe in a wide variety of formats.

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