

Washington State Municipalities, Seahawks Sponsors and Clear Channel Outdoor Salute Hometown Team on Billboards

Billboards act as Seahawks “12 Zone,” celebrating team and NFL’s best football fans while expanding home field advantage

SEATTLE--(BUSINESS WIRE)-- Today Washington State Municipalities (The State of Washington, King County, and the City of Seattle), avid Seahawks sponsors (long-time team sponsor Bud Light, Delta Air Lines, and The Western Washington Toyota Dealers) and media partner [Clear Channel Outdoor](#) (NYSE: CCO) joined together to pay tribute to Seahawks fans and protect the home turf advantage by ensuring only Seahawks-themed messaging will be seen on Clear Channel Outdoor billboards in downtown Seattle.

Through this unique community alliance, Clear Channel Outdoor has dedicated 20 billboards within a two-mile radius surrounding CenturyLink Field as the Seahawks “12 Zone” (the moniker for the power of a football team’s fans). Beginning January 10 and running through January 26, Clear Channel Outdoor, will host supporting partner messages and creative on billboards in a tribute to the power of the 12 Zone and proclaiming Seahawks’ fans as “the best in the NFL.”

“Seahawks fans are the best fans in the NFL,” said King County Executive Dow Constantine. “For two miles around CenturyLink Field, this unmistakable message will be blanketed on billboards, expanding our home field advantage from the stadium to the streets. Go Hawks!”

Additionally, Clear Channel Outdoor will further amplify the power of the “12 Zone” by extending this campaign to the greater Seattle community through its digital out-of-home media in the surrounding areas. Partnering with the Cities of Kent, Marysville, Tacoma, Tukwila and Renton (where the digital billboards are located) plus Joint Base Lewis McChord (JBLM) and the Renton Chamber of Commerce, Clear Channel’s digital billboards will also display Seahawks fan messaging helping to “raise the volume” far beyond the Stadium District.

“Clear Channel Outdoor is proud to be part of the fabric of Seattle, empowering local advertisers with effective and efficient marketing solutions and stepping up to support community programs, initiatives and nonprofits with our media,” said Pam Guinn, general manager, CCO-Seattle. “Seahawks fans are committed to our local team and so are we. We’re proud to salute the fans and cheer the Seahawks on to victory.”

“Championship season is a great opportunity for marketers to align their brands with teams and their fans to become part of the excitement and dialogue,” said Suzanne Grimes, president, Clear Channel Outdoor – North America. “This demonstrates the nimbleness of

our medium to support advertiser campaigns that are contextually relevant and in the moment.”

The logos of the State, County and City appear on the billboards as a sign of support for Seahawks fans, and no public funds were involved.

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc., (NYSE: CCO) is one of the world's largest outdoor advertising companies, with more than 750,000 displays in over 40 countries across five continents, including 48 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 over 1000 digital billboards across 37 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats.

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Source: Clear Channel Outdoor Holdings, Inc.