

San Diego Metropolitan Transit System (MTS) Taps Clear Channel Outdoor to Expand Bus Shelter Media

NEW YORK--(BUSINESS WIRE)-- The [San Diego Metropolitan Transit System](#) (MTS) has selected [Clear Channel Outdoor \(NYSE:CCO\)](#) as the new operator and media provider for MTS's 400-plus bus shelters, 322 of which currently offer advertising opportunities to local and national advertisers seeking to reach audiences in San Diego.

Clear Channel is now the only company that can deliver all out-of-home categories to advertisers who want to reach the millions of people living in the 3,240 square miles of the City of San Diego and its greater metropolitan region. Billboards, transit vehicles and now bus shelter posters will provide San Diego advertisers an even greater opportunity to reach a diverse demographic that's spending more and more time out-of-home.

"Clear Channel Outdoor was selected because of the strength of its regional and national advertising team and its local commitment to excellence in shelter maintenance," said Paul Jablonski, chief executive officer of MTS. "Our shelters are an important asset that not only provide a much-needed amenity for our customers, but also make a positive statement to the community about public transportation. Clear Channel can deliver exceptional maintenance capabilities and increase our ad revenues enhances our ability to provide service to the residents of and visitors to San Diego."

Over the next five years, the MTS plans to build an even more robust transportation infrastructure to support its nearly 90 million annual passenger trips. Clear Channel Outdoor will help enable an ambitious project for the installation of an additional 100 bus shelters for MTS over the next 5 years to accommodate the need for additional transportation amenities.

Clear Channel Outdoor's management of the bus shelters and advertising will enhance MTS' existing commercial offering by enabling businesses and brands to make impressions on the motorists and pedestrians passing MTS shelters while engaging daily riders and tourists in the down-time before their bus arrives. Local and national retailers looking to reach the San Diego market and its diverse population can capitalize on the strategic locations of MTS bus shelters throughout the region.

"The addition of the MTS bus shelters completes Clear Channel Outdoor's coverage of San Diego County -- surfing the North Coast of Oceanside to the U.S./Mexico Border, snaking through the Gaslamp Quarter, stopping off at Fashion Valley Mall and sliding into home at Padres' Petco Park," said Lynn Palmer, vice president, sales, Clear Channel Outdoor-San Diego. "But most importantly, this newly-expanded array of out-of-home media will offer advertisers even greater flexibility, reach and impact than before."

"San Diego plays host to over 32 million tourists a year, while also being home to a population of over 3 million, making it the 23rd largest DMA in the country," said Suzanne Grimes, president and chief operating officer, Clear Channel Outdoor – North America. "With

a population of highly-educated, financially successful residents, it makes for a desirable demographic to advertisers. We look forward to collaborating with the MTS to support this vital component of its transportation infrastructure while helping businesses connect and engage with new and existing customers.”

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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