

Clear Channel Outdoor Wins Premium Street Furniture Contract for Glasgow

LONDON--(BUSINESS WIRE)--

Clear Channel Outdoor UK has been awarded a long-term contract to supply and maintain street furniture in the city of Glasgow. The contract covers more than 300 ad panels on FSUs across the city, as well as the provision of a pedestrian tourist sign system incorporating more than 200 map and information panels and finger posts.

Clear Channel Outdoor, in conjunction with its award-winning design partners, Applied Information Group and Lacock Gullam, has built on the success of the Bristol Legible City initiative to propose a unique solution to the way-finding needs of Glasgow, which will now be developed in partnership with the City Council. The contract includes tourist signs and finger posts as well as free-standing units with scrolling advertising panels.

Clear Channel Outdoor UK CEO, Barry Sayer, said: "Glasgow is a major European city associated with internationally recognised, high quality urban renewal. We look forward to working with Glasgow City Council to develop our integrated street furniture strategy in line with the topography and character of this vibrant city."

Glasgow is the largest city in Scotland and this award, allied to Clear Channel Outdoor's exclusive street furniture contracts with Edinburgh and Aberdeen, ensures Clear Channel dominates the 6-sheet market north of the border. Clear Channel was also recently awarded the contract to build bespoke-designed, architectural structures in 10 "Gateway" locations in Glasgow, housing large-format backlit displays at key sites such as Anniesland Cross, Castle Street and Barrhead Road.

Clear Channel in total holds more than 350 municipal contracts in the UK including the largest street furniture advertising contract, worth an estimated GBP 250 million, for bus shelters in London.

About Clear Channel Outdoor in the UK

Clear Channel Outdoor UK is the United Kingdom's leading outdoor advertising company, providing more than 70,000 advertising opportunities across its four premier brands: Clear Channel Billboards, Clear Channel Adshel, Clear Channel Pinnacle and Taxi Media. Clear Channel Adshel is the UK's leading supplier of 6-sheet advertising with 65% of the UK roadside 6-sheet market. Clear Channel Adshel offers point of sale opportunities at Sainsbury's and Somerfield supermarkets and in over 80 UK shopping centres as well as advertising at music venues and universities. Clear Channel Adshel also offers sites at Birmingham International Airport. Clear Channel Billboards is the market leader in 96 sheet billboards and provides a national offering of 48 sheet billboards across the United Kingdom and Ireland. Clear Channel Pinnacle offers premium advertising on over 200 special high-profile sites such as London's Cromwell Road and M4 Towers.

About Clear Channel Outdoor

Clear Channel Outdoor (NYSE:CCO) is the world's largest outdoor advertising company with over 973,000 displays in more than 60 countries across 6 continents. In the United States, the company operates over 167,000 advertising displays and has a presence in 49 of the top 50 Designated Market Areas. It also operates airport, rail, taxi 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. More information may be found by visiting www.clearchanneloutdoor.com.

Source: Clear Channel Outdoor