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Clear Channel Outdoor Brings Digital Billboards to Second Largest U.S. Market

Los Angeles to Host Multi-Purpose Outdoor Displays with Color Definition and Image Quality on Par with HDTV Technology

LOS ANGELES--(BUSINESS WIRE)--

Clear Channel Outdoor Holdings, Inc. (NYSE:CCO), today announced that it is adding Los Angeles, the second largest DMA market in the U.S., to its growing list of digital billboard networks.

Digital billboards display static messages that resemble standard printed billboards when viewed, but also allow advertisers to remotely and instantaneously change messages as needed to suit the needs of their advertising campaigns. In addition, Clear Channel's Digital Outdoor Networks enable advertisers, such as television and radio stations, to deliver real-time information. With the opportunity to purchase campaigns cost efficiently by day part, location, or specific demographics, advertisers now can run highly targeted campaigns.

"A brand new medium for advertisers has arrived in Los Angeles," said Paul Meyer, President and Chief Operating Officer of Clear Channel Outdoor. "Los Angeles is the first of a number of top ten U.S. markets in which we will launch our Digital Outdoor Networks this calendar year."

The Los Angeles Digital Outdoor Network consists of ten interconnected digital (14' x 48') bulletin displays that run a continuous, 64-second loop of eight second static advertisements. Each creative execution per sign will be displayed over 1,000 times per day. In addition to Los Angeles, Clear Channel Outdoor has launched digital billboard networks in Akron, Albuquerque, Cleveland, Columbus, Las Vegas, Memphis, Milwaukee, Minneapolis/St. Paul, Tampa Bay, and Wichita.

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

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.

Source: Clear Channel Outdoor Holdings, Inc.