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## **E! and MediaVest Tap Clear Channel Outdoor's Digital Billboard Network to Deliver Daily Entertainment Headlines**

*Changeable electronic displays will feature a live ticker from E! News in Nine of the top 20 markets*

PHOENIX – [September 3, 2009] – Clear Channel Outdoor Holdings, Inc. (NYSE: CCO), today announced that E! Entertainment Television, Inc. (“E!”) will promote its weeknight entertainment news program, E! News, via Clear Channel Outdoor’s national digital billboard network. The program, architected and negotiated by MediaVest, will run as part of an eight-week campaign, which marks the first brand execution utilizing multiple Clear Channel Outdoor digital properties to disseminate simultaneous news alerts for a national audience, will begin appearing on Labor Day, September 7, on more than 125 electronic displays with an aggregate daily circulation of almost 10 million. E! will use Clear Channel’s changeable electronic displays to message topical stories being featured in that evening’s E! News program.

“Viewers look to us for reliable, up-to-the-minute entertainment news at all times, and in all places,” said Annemarie Batur, VP of Marketing & Advertising, E! Entertainment Television. “With Clear Channel’s digital out-of-home network, we can engage viewers in some of the highest-traffic areas throughout the entire day, including just ahead of air time to drive tune in.”

“This innovative use of out-of-home digital video is a bellwether for the future of the out-of-home. Leveraging RSS technology and the ability to instantly and regularly update content taps into the true power of the medium and advances how brands make meaningful, immediate connections with consumers,” said Norm Chait, SVP, Director of OOH Investment and Activation, MediaVest.

“The flexible electronic billboard medium – with its real-time information delivery capability – is becoming increasingly appealing to advertisers executing national, integrated campaigns,” said Paul Meyer, President and CEO of Clear Channel Outdoor for the Americas. “E! is one of the most established and trusted entertainment news sources in the country, and its creative execution with real-time headlines will be an

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exciting addition to our ad rotation reaching potential viewers across the country when they are away from their televisions and computers.”

About E! Entertainment Television

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### **About Comcast Entertainment Group**

Based in Los Angeles, Comcast Entertainment Group operates E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment, and E! Online; The Style Network, the destination for women 18-49 with a passion for the best in relatable, inspiring and transformational lifestyle programming; G4, offering the last word on gaming, technology, animation, interactivity and "geek culture" for the male 18-34 demo; and FEARnet, the world's premier horror and thriller destination on demand, online and on mobile devices. E! is currently available to 96 million cable and direct broadcast satellite subscribers in the U.S. and the E! Everywhere initiative underscores the company's dedication to making E! content available on all new media platforms any time and anywhere from online to broadband video to wireless to radio to VOD. The Style Network currently counts 63 million cable and satellite subscribers and G4, the #1 podcasted cable network in America, is available in more than 64 million cable and satellite homes nationwide. FEARnet is a joint venture between Comcast, Sony Pictures Television and Lionsgate. FEARnet.com ranks as the number one horror web site and FEARnet On Demand is one of the top five VOD networks.

### **About Clear Channel Outdoor**

Clear Channel Outdoor (NYSE:CCO) is the world's largest outdoor advertising company with close to one million displays in over 50 countries across 5 continents. In the United States, the company operates just under 200,000 advertising displays and has a presence in 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. Clear Channel Outdoor also operates digital displays and networks in most of its divisions. More information may be found by visiting [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com)

### **About MediaVest**

MediaVest, a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver *Connections That Captivate* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including Kraft, P&G, The Coca-Cola Company and Wal-Mart. For more information, please visit [www.mediavest.com](http://www.mediavest.com).