



# CIRCLEGRAPHICS

Press Release

Reprinted from Clear Channel Outdoor



## Clear Channel Outdoor Bulletins Go Green with Eco-Flexx 2.0

*Agreement with Circle Graphics Expands Use of 100% Recyclable Material  
to Encompass All Standard Size Bulletin Billboards*

**Phoenix, AZ - November 30, 2010** - Expanding its commitment to environmental responsibility, Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) today announced that all orders for standard size bulletin billboards it places with Circle Graphics, the world's largest producer of large-format digital graphics, will be produced on Eco-Flexx 2.0 recyclable polyethylene (PE) material, the most commonly-recycled plastic in the world.

This agreement builds upon Clear Channel Outdoor's commitment to converting its entire inventory of bulletins and posters to accommodate recyclable material. Clear Channel Outdoor currently recycles 100,000 pounds of PE per month through its ECO-Poster program, and this commitment will increase that number by 30 percent to an astonishing 1.5 million pounds per year.

"We're proud to be the first major out-of-home company to promote sustainable, recyclable PE production for both our posters and bulletins. This development represents an important step forward for our company and the overall outdoor advertising industry," said Ron Cooper, CEO of Clear Channel Outdoor Americas.

Circle Graphics' Eco-Flexx 2.0 is the revolutionary, environmentally friendly alternative to polyvinyl chloride (PVC) billboards. Billboards printed on this lightweight material install wrinkle-free, are easier on operations crews to install and transport, and are recycled at the end of each ad campaign.

"We're grateful to Clear Channel Outdoor for their unwavering commitment and support to develop a truly recyclable billboard production option. As a result of Clear Channel's efforts, outdoor advertisers can now ensure billboards will be appropriately recycled rather than deposited in landfills," said Hank Ridless, President/CEO, Circle Graphics.

Over the past several years, Clear Channel Outdoor has worked to convert its poster inventory to single sheet ECO-Posters, which are also made with PE material. As part of the ECO-Poster program, the Company recycles nearly 100 percent of ECO-Poster materials upon completion of poster campaigns.

#### **About Clear Channel Outdoor**

Clear Channel Outdoor (NYSE:CCO) is the world's largest outdoor advertising company with close to one million displays in 45 countries across 5 continents. In the United States, the company operates over 200,000 advertising displays and has a presence in 48 of the top 50 Designated Market Areas. It also operates airport, rail, 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)

*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.*