



For Immediate Release:

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Clear Channel Outdoor and 800response Partner to Bring Out-Of-Home Advertisers Unique Response-boosting Tools

Custom 800 Numbers Provide Outdoor Reps with Lead-Generation and Call Analytics for Their Clients

BURLINGTON, VT (December 20, 2007) – Today, Clear Channel Outdoor (NYSE:CCO), the world’s largest outdoor advertising company, joins 800response (www.800response.com), provider of the highest quality inventory of Custom 800 numbers (also known as vanity 800 numbers) in offering the most effective direct-response tools to out-of-home advertisers.

Industry experts report that outdoor advertising is the second fastest growing advertising medium. And, research proves that outdoor ads featuring a vanity 800 number, like 1-800-NEW-CARS or 1-800-NEW-HOME, will increase response rates by thirty to sixty percent (30-60%).

“Together 800response’s unforgettable Custom 800 numbers and our out-of-home media products construct a powerful advertising package,” says Tony Alwin, senior vice president of creative and marketing for Clear Channel Outdoor. “We look forward to rolling out the program to our sales offices nationally, as we are always looking for new ways to meet our clients’ needs.”

The partnership gives Clear Channel’s outdoor advertisers the ability to increase lead generation by using a Custom 800 number as a direct-response tool, plus access to valuable call tracking data to monitor response rates, listen to recorded calls, and recoup missed calls in real-time.

“Outdoor advertising and direct-response tools are a natural fit. We created a simple program for the Clear Channel Outdoor sales teams to present to clients, helping their clients achieve higher response rates and greater lead generation from their outdoor media. The combination of a proven direct-response tool and well-placed outdoor ads are

sure to deliver higher response rates, increased brand recognition, and valuable call analytics that may otherwise be out of reach for many businesses,” says Rick Royer, vice president of business development at **800**response.

By generating higher response rates Clear Channel Outdoor and 800response’s customers will build their brands, add to their database of leads, and have access to call analytics for monitoring and reporting purposes.

“In most cases the consumer has a limited amount of time to view an outdoor ad. Vanity 800 numbers make it easier for them to recall our client’s message and phone number, and take the next step of making the call. And that is what we promise our outdoor clients – greater exposure and more response,” says Alwin.

For additional information contact Jeanne Landau of 800response at 802-383-0645 or Tony Alwin of Clear Channel Outdoor at 602-381-5700.

About 800response: 800response, a privately held company, maintains the highest quality inventory of Custom 800 numbers available today. The company’s goal is to ensure that these leading direct-response tools are available to small and mid-size businesses that otherwise do not have the means to obtain an unforgettable phone number that resonates with their brand and builds their business. Custom 800 numbers are proven to increase response rates by 30-60%; are unforgettable, trackable, and recordable. Services include a sophisticated Call Routing platform, Web-based Call Tracking, and Call Monitoring services like Call Recording and Missed Call Monitor. These powerful direct-marketing tools enable businesses to optimize advertising budgets, build a database of leads, access demographic information on callers, allocate sales staff based on call patterns, and analyze advertising results. For more information, visit www.800response.com or call 1-800-NEW-SALES.

About Clear Channel Outdoor: Clear Channel Outdoor is the world's largest outdoor advertising company with over 973,000 displays in more than 60 countries. 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.

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