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WAYNE COUNTY AIRPORT AUTHORITY TO PARTNER WITH CLEAR CHANNEL AIRPORTS, MCCONNELL COMMUNICATIONS TO DEVELOP NEW COMMUNITY SHOWCASE PROGRAM

New digital technology to help passengers connect with area attractions, services

June 28, 2011 — (ROMULUS, MI) – Clear Channel Airports (CCA) and McConnell Communications have been selected to partner with Wayne County Airport Authority to create a dynamic “Community Showcase” Program to be featured throughout Detroit Metropolitan Airport. The advertising program, created by CCA, will offer local and regional businesses the opportunity to reach the 30-plus million passengers who utilize the airport annually.

The Program highlights include the installation of new technologies, such as kiosks that will replace old phone boards found in both the McNamara and North Terminals, which will provide passengers with a wealth of information to connect with area hotels, restaurants, transportation and events. There will be a total of 11 digital centers, all of which incorporate large format LCDs, touch screens, dynamic local mapping, phone accessibility and CCA’s free mobile app called FLYsmart.

“By highlighting the diverse businesses and attractions of the region, Detroit Metro Airport will provide a warm welcome for visitors entering the community. Moreover, the new digital centers create unique platforms to deliver targeted messages and will maximize the value of advertisers’ investments,” said CCA Representative John Moyer. “There is no better way to communicate the benefits of the area to travelers – residents and visitors alike – all the while enhancing a local company’s exposure.”

Area businesses have the opportunity to market to a dynamic and upscale audience. In addition to fulfilling a marketing strategy for local businesses, corporations and attractions, the program enhances passenger services and creates a favorable impression of all that Southeast Michigan has to offer.

“You can cost effectively deliver a message to not just the 30 million tourists, vacationers and business leaders, but also their family, friends and peers,” said Darci E. McConnell, president of McConnell

Communications. “This audience has the demographic profile, the resources, responsibility and education that businesses need to reach in order to succeed.”

Noted Airport Authority Board Chair Renee Axt:

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The Wayne County Airport Authority Board approved the six-year award, with a four-year renewal option, at its meeting in May. The contract allows the two firms to market advertising opportunities on behalf of the Wayne County Airport Authority at the McNamara and North terminals.

“We’re also happy to be able to help McConnell Communications grow its business to include airport advertising, and to utilize the firm’s expertise in public relations through our mentor protégé relationship,” added CCA Representative Moyer.

About Clear Channel Airports

Dedicated to airport advertising for more than 36 years, Clear Channel Airports is the premier innovator of contemporary display concepts. The Company, a division of Clear Channel Outdoor (NYSE:CCO), the world’s largest outdoor advertising company, currently operates more than 265 airport programs across the globe and has a presence in 32 of the top 50 U.S. markets with major airports. More information can be found on Clear Channel Airports and Clear Channel Outdoor by visiting www.clearchannelairports.com and www.clearchanneloutdoor.com.

About McConnell Communications

McConnell Communications, established in 2004, is a full-service public relations agency which has provided media relations, marketing, advertising, publicity and consulting services to a diverse group of clients, including former Michigan Governor Jennifer M. Granholm, Service Employees International Union, St. John Health, the Michigan Department of Transportation and more than a dozen political candidates and campaigns.

For more information on the Community Showcase and other airport marketing opportunities, go to www.clearchannelairports.com or call [800.828.6800](tel:800.828.6800) or [313.237.0100](tel:313.237.0100). ~~800.628.6800.~~