

# ENVIRONMENTAL POLICY

**At Clear Channel Outdoor we are very focused on operating our business in ways that minimize the potential for causing harm to the environment. We are committed not just to full compliance with all laws designed to sustain and improve the environment, but also to employing ecologically friendly construction techniques and selecting appropriate materials and operational procedures.**

Clear Channel Outdoor commits itself to:

- Adhering to all applicable environmental legislation and regulations.
- Addressing the environmental concerns of our clients and the communities in which we do business.
- Continuing to explore operating practices and the use of materials that have the potential to minimize adverse environmental impact.
- More efficiently using energy resources through the introduction of new technology as soon as it is practical.
- Re-using or recycling waste materials where appropriate and practical.
- Defining clear environmental responsibilities throughout the Company.
- Requiring all staff with responsibilities that may impact the environment to follow all of our environmental policies and training them how to do so.
- Monitoring our performance to insure that we are meeting our environmental objectives.

**This policy is subject to regular review to ensure that it continues to reflect the aims of Clear Channel Outdoor and promotes continuous environmental improvement throughout our operations.**

Ron Cooper  
President and CEO  
Clear Channel Outdoor Americas





## RECYCLING POSTERS

Our commitment to environmental responsibility has increased significantly. In 2010, 100% of our Poster inventory will be converted to accommodate single-sheet ECO•Posters. Not only do ECO•Posters deliver superior visual integrity over paper and paste, but they're also fully recyclable.

To support this effort, balers have been strategically placed in many of our markets. These balers turn 200 ECO•Posters into a 60" x 30" x 36" bale weighing approximately 1,000 pounds which allows for easier transport to nearby recycling facilities. We currently have a contract with Avangard Innovative ([www.avaicg.com](http://www.avaicg.com)) to recycle our ECO•Posters into a variety of products including railroad ties.

We're dedicated to this environmental initiative and have made significant strides to greatly reduce our landfill waste, with a goal of recycling 100% of ECO•Poster materials at the completion of a campaign. With our current baler inventory, we're able to recycle 93% of all ECO•Posters annually. As we continue to expand these efforts, this percentage will continue to grow.



## RECYCLING BULLETINS

We are currently working toward converting all our bulletin inventory to accommodate recyclable ECO•Flex material and will be recycling them in the same fashion as our ECO•Poster program.

# ENVIRONMENTAL INITIATIVES

## ALTERNATIVE ENERGY SOURCES

Utilizing alternative energy sources are another way we're working to improve our environmental footprint. Clear Channel Outdoor San Antonio, has converted 30% of its electrical power needs to Windtricity through a partnership with CPS Energy.

Both Clear Channel Outdoor Miami and San Francisco have powered their Transit Shelters with solar panels.



In fact, in San Francisco we helped fund the research and development to explore the use of solar energy and are now putting energy back into the electric grid. Additionally, many of the parts used to construct these Transit Shelters are from recycled materials and the structures as a whole are fully recyclable.

# ENVIRONMENTAL INITIATIVES

## ENERGY REDUCTION & CONSERVATION

Less truly is more since we've reduced the number of lamps on our traditional 14' x 48' bulletins from 4 to just 2. By upgrading our lighting systems, we now feature lamps with precisely cut prisms that direct light for maximum efficiency and uniformity, reducing energy use by 50% and also reducing light spillage.



As we update bulletins with this improved lighting system, we're also installing power controllers that are designed to reduce the energy required to maintain illumination. As a direct result of these controllers, we've experienced an additional 10% reduction in our electrical consumption.

Our energy conservation efforts don't stop there as we also utilize auto timers to ensure we are only illuminating our displays during applicable nighttime hours.

## DIGITAL DISPLAYS

Our digital displays not only eliminate the need for printed production, but also consume 60% less energy than earlier models.

To add to our energy conservation efforts, each of our digital displays are equipped with a sensor that measures the ambient light of their surroundings and then automatically adjusts brightness levels accordingly.

