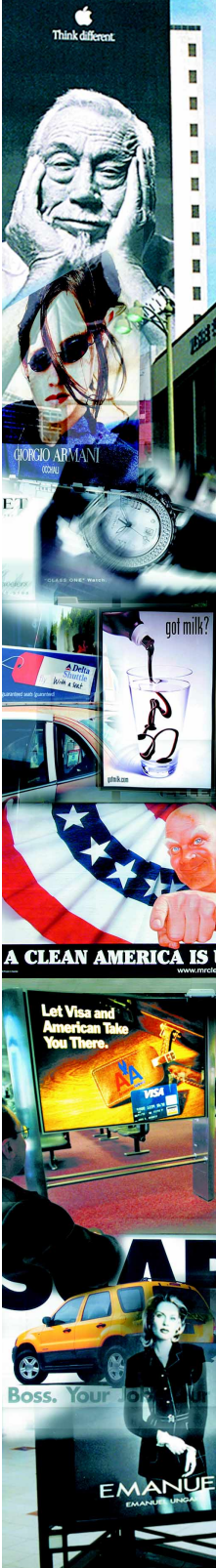




TESTIMONIAL



Abbey Carpet

"Abbey Carpet Keeps Rolling With Outdoor!"

THE PROBLEM:

Abbey Carpet, located in Baltimore, is one of 750 independently owned and operated Abbey Carpet franchises in the United States, Puerto Rico, and the Bahamas.

As part of the industry's fastest growing retail franchise, Abbey Carpet of Essex needed an advertising solution for three ongoing problems. Abbey Carpet of Essex wanted to (1) increase awareness within the Baltimore market, (2) maintain their brand image as "America's Choice in Floor Fashions," and (3) increase sales for the Eastern Boulevard location.

THE PLAN:

In the past, Abbey Carpet had utilized newspaper, radio, and TV for their advertising. After discontinuing their use of radio and TV, Abbey Carpet decided to try Outdoor because of its heavy reach and cost efficiency.

Clear Channel Outdoor's research pinpointed the areas of Baltimore City and County as Abbey Carpet's geographic target. Clear Channel's 30-Sheet Posters and Bulletins were the best products to reach a general target audience in these areas. One Bulletin and (20) 30-Sheet Posters were posted for an 8-week campaign from January - February of 2002.

THE RESULTS:

Abbey Carpet felt Outdoor's impact! Abbey Carpet's customer interviews showed an increase in sales that was directly attributed to their Outdoor campaign. In addition to a spike in sales, Abbey Carpet discovered that the heavy reach increased awareness within the Baltimore market and Outdoor served as a branding medium.

Extremely pleased with the success and value of their outdoor postings, Abbey Carpet decided to continue their relationship with Clear Channel Outdoor. A new Abbey Carpet Outdoor campaign is currently being developed.

CUSTOMER SAID:

"Yes, we will continue using outdoor. Why? The answer is simple, outdoor works."

*John Hyman
Partner, The Breakthrough Group
Baltimore, MD*



"The Choice is Clear!"

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