

PRESS RELEASE

Cologne, June 21, 2010

Ströer Out-of-Home Media AG Acquires Polish Outdoor Advertising Firm News Outdoor Poland

On completion of the transaction, Ströer expects to become number 1 in the Polish out-of-home market

Ströer Out-of-Home Media AG ("Ströer"), one of the leading outdoor advertising companies in Europe, headquartered in Cologne, has agreed terms to take over the Polish outdoor advertising firm News Outdoor Poland sp. z o.o. („News Outdoor Poland“). The purchase price is approximately € 26 million. On completion of the transaction, Ströer expects to become the top out-of-home provider in Poland based on sales revenue, in addition to holding this position already in Germany and Turkey.

News Outdoor Poland is a subsidiary of News Corporation. In fiscal year 2008/2009, which ended on June 30, 2009, the company generated sales revenues of 70 million zloty (approximately €17.2 million) marketing around 3,300 advertising spaces across the country. After the integration of News Outdoor Poland, Ströer will be represented in 16 major cities in Poland with around 20,800 advertising spaces.

"The acquisition is an important step in the continuing growth and development of Ströer," says Udo Müller, co-founder and CEO of Ströer Out-of-Home Media AG. "With completion of the transaction, we will extend our coverage in Poland becoming the only outdoor advertising company which is able to offer nationwide campaigns," says Janusz Malinowski, CEO of Ströer Poland.

In the assessment of Ströer, the Polish outdoor advertising market will develop positively, mainly driven by the expected economic and population

growth, as well as the associated increase in total advertising expenditure. The closing of the transaction is planned for the third quarter of 2010 and is subject to antitrust approval in Poland.

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About Ströer

Ströer Out-of-Home Media AG is a specialist for all forms of outdoor advertising – ranging from classic posters, advertising in waiting areas and mass transit to digital and interactive media. The company markets over 280,000 advertising spaces and is one of the leading out-of-home advertisers in Europe: In terms of sales revenue, Ströer is the leader in its core markets of Germany, Turkey and Poland (following the acquisition of News Outdoor Poland). In these markets the company provides its clients with extensive networks for nationwide advertising campaigns. The Ströer Group has some 1,400 employees at 69 locations. The company's portfolio comprises over 150 different outdoor advertising products. In terms of advertising media and street furniture, the company values top quality, innovation and superior design. With its products, Ströer sets new standards of design of public spaces. Ströer street furniture has already received 26 international awards. More information about the company is available at www.stroeer.com