

PRESS RELEASE

Cologne, October 19, 2010

No more Obstacles for the Acquisition of News Outdoor Poland by Ströer

Antitrust authority approves acquisition / Purchase price of approximately €26 million / Ströer Group becomes the biggest out-of-home provider of large scale advertising faces in Poland

Ströer Out-of-Home Media AG (“Ströer”), one of the leading providers of outdoor advertising in Europe, headquartered in Cologne, can now begin with its already announced acquisition of Polish out-of-home advertising company News Outdoor Poland. The relevant Polish antitrust authority has approved the acquisition of 100 percent of the shares in News Outdoor Poland. The purchase price amounts to approximately € 26 million.

In Ströer’s assessment, the company will gain a market leading position with this step in Poland, besides Germany and Turkey. So far, the Polish market has been considered as strongly fragmented. Long booking periods of up to four weeks and lacking planning tools have artificially decelerated the growth of the out-of-home advertising industry. The world economic crisis has additionally strained the situation as substantial developments could not be observed.

“The acquisition of News Outdoor Poland is the kickstart for the consolidation of the Polish out-of-home advertising market. Additionally, the proven valuation and planning instrument POSTAR, for the first time, will ensure reach analysis and performance records – a system which has successfully been developed in England over 10 years ago. At the same time, the reduction of booking periods from four to two weeks will set significant impulses. The economic forecasts for the Eurozone and especially for Poland will support the positive development of the out-of-home advertising industry. Following the increase of our

stake in the Turkish joint venture Ströer Kentvizyon, we have now started with the second transaction announced in our IPO,” says Udo Müller, co-founder and CEO of the Ströer Group.

News Outdoor Poland was previously a subsidiary of News Corporation. In fiscal 2008/2009, which ended on June 30, 2009, the company generated sales revenues of Polish Zł 70 million (about € 17.2 million) and marketed around 3,300 advertising faces in the premium segment across the country. As a result of the transaction, which integrates potentials of both companies, Ströer will be represented with around 20,800 advertising faces in over 200 cities in Poland, strongly strengthening its position in the top 25 cities with more than 100,000 residents.

“The acquisition of News Outdoor Poland secures Ströer Poland its leading position in the most attractive advertising format of 6x3 square metres. Now, we are able to offer our clients even more comprehensive advertising campaigns combining outreach and best quality,” says Janusz Malinowski, CEO of Ströer 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. In these markets the company provides its clients with extensive networks for nationwide advertising campaigns. The Ströer Group has some 1,600 employees at over 60 locations. The company's portfolio comprises a variety of 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