

PRESS RELEASE

Ströer appoints new Chairman of the Supervisory Board

Cologne, 16 August 2011 In its meeting held on 12 August, the Supervisory Board of Ströer Out-of-Home Media AG elected Prof. Dr. h.c. Dieter Stolte, previously Vice Chairman of the Supervisory Board, as its new Chairman with immediate effect. He takes over from Dr. Wolfgang Bornheim, who is unable to take his seat on the Board due to illness. The vacant seat on the Supervisory Board will be reassigned shortly.

Prof. Stolte, previously director of the public broadcasting institute ZDF, has been a member of the Supervisory Board since November 2002. At its meeting held today, the Board expressed its confidence that Prof. Stolte's appointment will ensure continuity and safeguard Ströer Group's continued successful development. "The Board of Management of Ströer AG welcomes the decision of the Supervisory Board. We are confident that we can continue our successful work with Dieter Stolte as Chairman of the Supervisory Board", says Udo Müller, CEO of Ströer Out-of-Home Media AG.

About Ströer

Ströer Out-of-Home Media AG, together with its subsidiaries, specializes in all forms of out-of-home advertising media, from traditional posters and advertising at bus and tram stop shelters and on vehicles, through to sophisticated digital out-of-home advertising media. The Group commercializes more than 280,000 advertising faces and, with consolidated revenue of EUR 531.3m for fiscal year 2010, is the market leader in Germany, Turkey and Poland and one of Europe's leading out-of-home advertisers. The Company provides its customers with extensive networks for national advertising campaigns and has been establishing the world's largest network of out-of-home moving images with national reach since December 2010. By the end of 2011, 1,000 high-quality screens at the 200 most highly frequented train stations will be linked up and controlled and operated centrally from Munich. In addition, Ströer boasts a

broad portfolio of out-of-home products and sets new standards in terms of the quality, innovation and design of advertising media and street furniture. Ströer's street furniture has received 27 international awards. The Ströer Group has approximately 1,700 employees at over 60 locations.

For more information on the Company, please visit www.stroeer.com.

Press contact:

Ms. Claudia Fasse
Ströer Out-of-Home Media AG
Director Group Communication
Ströer Allee 1
50999 Cologne, Germany
Phone: 02236 / 96 45-246
Fax: 02236 / 96 45-6246
E-mail: cfasse@stroeer.de

IR contact:

Mr. Stefan Hütwohl
Ströer Out-of-Home Media AG
Director Group Finance and Investor
Relations
Ströer Allee 1,
50999 Cologne, Germany
Phone: 02236 / 96 45-338
Fax: 02236 / 96 45-6338
E-mail: ir@stroeer.de