



MEDIA RELEASE

27 October, 2005

Clear Channel to devote over \$5 million in global outdoor ad space to UNICEF HIV and AIDS awareness campaign

First-ever global outdoor advertising campaign will span 50 countries

High-profile creative launch in Johannesburg, New York & London

As part of the first global outdoor advertising campaign ever conceived, Clear Channel today announced it will devote over US\$5 million in advertising to an HIV/AIDS awareness campaign being conducted in conjunction with UNICEF.

The winning creative was launched today simultaneously at functions in Johannesburg, New York and London by UNICEF celebrity ambassadors. The billboard advertisement will debut globally in translated versions from November.

Bester Burke, a creative agency in Cape Town, South Africa won the global competition run by Clear Channel and UNICEF to design an ad that would highlight the effects of HIV/AIDS on the world's children. The winning Bester Burke team of Graeme Taylor and Stuart McCreadie were understandably delighted with the accolade (as well as the \$5000 winner's cheque!)

Presenting the winners cheque, Justine O'Reilly, daughter of Sir Anthony O'Reilly, Chairman of Independent News and Media PLC, said, "our government in South Africa has called for a more compassionate face to capitalism. Benevolent business that is socially aware and prepared to use it's resources to not only grow profits but to enhance the quality of life of the people of our country with whom business co-exists."

“Clear Channel Incorporated and Independent News and Media PLC have responded and are honoured to make available the advertising medium of Clear Channel Independent (Pty) Ltd in Africa, in combination with the worldwide Clear Channel portfolios, in support of the UNICEF effort. The noble aim of which is ultimately the eradication of the HIV and AIDS scourge which so ravages our continent, so that our children may truly know and enjoy the sanctity of family life and its many blessings.

“The HIV/AIDS pandemic needs the world’s attention,” says Paul Meyer, Global President of Clear Channel Outdoor. “There is no more effective way to force people to take notice than with outdoor advertising and we can think of no better use of the world’s most effective outdoor network. By forming this alliance with UNICEF we hope to donate our voice to the cause.”

Macharia Kamau, UNICEF representative to South Africa said, “The HIV/AIDS pandemic is unravelling decades of progress for children, especially in sub-Saharan Africa. Gains achieved in health and education through years of investment and development are being lost, not only across wide swathes of Africa, but increasingly across Asia, Central and Eastern Europe and Latin America and the Caribbean. We hope that this global campaign so generously donated by Clear Channel will raise public awareness and direct people to the UNICEF website to donate.”

The creative was unveiled in New York by the UNICEF Goodwill Ambassadors Sir Roger Moore and Whoopi Goldberg with Kami, the HIV positive Sesame Street muppet. In London it was launched by Lord Puttnam, UNICEF UK President and Lord Attenborough, UNICEF Goodwill Ambassador. In Johannesburg, Yvonne Chaka Chaka, UNICEF regional spokesperson, unveiled the creative on a billboard at Zoo Lake.

Dr.Miriam Makeba, South Africa’s Goodwill Ambassador to Africa said, “we need to stand up against the curse of AIDS which comes to suppress our children’s spirit and their future and even attempts to deny them a parent’s love. We also need to show the world the creative talent that grows in Africa of which the Bester Burke team are a wonderful example”.

Across the globe an estimated 15 million children have been orphaned by HIV/AIDS. More than 2 million children are HIV positive and more than half a million children died in 2005 of AIDS related causes.

Commenting on the Bester Burke success at the Johannesburg launch, Barry Sayer, Chief Executive Officer of Clear Channel Independent (Pty) Ltd (Clear Channel’s joint venture partnership in Africa with Independent News and Media) said, “it is befitting that an advertising agency with its roots firmly planted in Africa, conceived the most appropriate creative execution to combat a scourge that has so concentrated its vicious attack on our continent. Clear Channel Independent

(Pty) Ltd will promote the campaign free of charge throughout sub-Saharan Africa as its contribution to its parent company's international effort."

Sayer added, "for us it is a special day, a day when Clear Channel can use the power of its outdoor advertising holdings across 50 countries as a weapon in the support of UNICEF in the fight against AIDS. Nobody has done more in caring for the children than UNICEF thus Clear Channel is particularly confident that the US\$5m (R33 million) advertising space and production we have donated will be boldly used to raise awareness of this devastating pandemic and its effect on our children."

Ends

Notes to Editors

About Clear Channel Inc.

Clear Channel Inc. is listed on the New York Stock Exchange and is the world's largest radio, outdoor advertising and live entertainment group. Clear Channel Outdoor, the group's Outdoor division will list separately on the New York Stock Exchange in the middle of November. The company is the global leader in the out-of-home media industry operating in 64 countries across 5 continents on more than 800,000 billboard, street furniture, transit and point of sale advertising panels, reaching over 500 million people every week with annual sales of US\$2.45 billion.

About Clear Channel Independent (Pty) Ltd

Clear Channel Independent is a joint venture partnership in Africa held in equal proportion between Clear Channel Inc. and Independent News and Media PLC. The company is Africa's largest outdoor advertising company commanding approximately 50% of the South African billboard market according to AD Index and operating in a further 12 countries in sub-Saharan Africa.

About UNICEF

For nearly 60 years UNICEF has championed the interests of children working on the ground in 157 countries to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for poor countries, UNICEF supports child health and nutrition, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and

AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

Issued by : Bob Harrison : Media Worx : 082 920 6146

For more information contact : Lyn Jones : Clear Channel Independent : 011 348 1800.