

## For Immediate Release

### Clear Channel Canada and Thom Partners Join COMB

Toronto, September 21, 2015

COMB has announced two new members: Clear Channel Canada and Thom Partners.

COMB will provide circulation counts for Clear Channel's spectaculars in Montreal and Toronto and street level inventory in Ottawa. Edmonton street level furniture will be added in January 2016.

"Joining COMB is an exciting opportunity for Clear Channel Canada and is an integral part of our strategy to better market and sell street furniture based on the audiences it reaches and the return on investment that it delivers for advertisers. Campaign reach and effective frequency are the foundations around which we can drive insights in to the medium, the most effective way to use it and deliver real value for brands in any communication plan," said Adam Butterworth, President; Clear Channel Canada.

Thom Partners Inc, a sports marketing company specializing in full service sports consulting and community sports advertising has also joined COMB.

"We are happy to be joining COMB and to take this next step in audience measurement in the community sports environment. We execute campaigns nationally at the community hockey level, vertically integrating with the NHL and every level in between. We are pleased to contribute wherever possible in further developing this state of the art audience measurement at the community level," said David Thom, President; Thom Partners.

#### About Clear Channel Canada

Clear Channel Canada, (CCC) is owned by Clear Channel Holdings, Inc., (NYSE:CCO) and by EL Media Holdings Canada. CCC is an innovative leader in Canadian Airport, Mall, Spectacular and Digital OOH media and manages the Ottawa and Edmonton transit shelters. CCC spectacular static and digital media networks are available across our 5 Airport network, and the premium 26 mall portfolio. In addition CCC offers spectacular and digital media on Toronto's Gardiner Expressway, at Toronto Eaton Centre, Dundas Square and Union Station.

For more information about Clear Channel Canada, please contact Alain Simard, VP Marketing and Eastern Canada, at 514-299-2827 [Alainsimard@clearchannel.com](mailto:Alainsimard@clearchannel.com).

#### About Thom Partners

Founded in 1989, Thom Partners is a leading sports marketing company in North America, specializing in full service sports consulting and community sports advertising. Thom Partners creates customized campaigns specific to each client which can include static media, sponsorships, events, contesting and digital media at all levels of sport and in all markets across Canada. Thom Partners provides a turnkey one-stop solution, working with agencies and brands directly. A pioneer in community sports marketing campaigns, Thom Partners has worked with several companies such as Scotiabank, Rogers, Bauer, CBC, NIKE, Best Western and many more.

For more information on Thom Partners, please visit [www.thompartners.com](http://www.thompartners.com) or contact David Thom, President, at 905-833-0500 [david@thompartners.com](mailto:david@thompartners.com).

#### About COMB

The Canadian Out-of-Home Measurement Bureau sets the industry standard for measurement of OOH advertising audiences across Canada. It publishes circulation and market data for over 70,000 OOH advertising faces in over 280 markets.

COMB is a national, not-for-profit association dedicated to providing unbiased, accurate and independent quantitative research since 1965.

COMB's members include OOH companies, advertising agencies and advertisers that provide guidance, funding and oversight to the measurement process.

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