



Ad hoc release according to § 15 of the German Securities Trading Act (WpHG)

Cologne, July 13th, 2010

Ströer Out-of-Home Media AG Places Shares at an Issue Price of €20.00

Ströer Out-of-Home Media AG ("Ströer"), one of the leading providers of outdoor advertising in Europe, headquartered in Cologne, Germany, together with its syndicate banks today fixed the issue price in the IPO for its offered shares at €20.00 per share. A total of around 19.7 million shares will be placed, including approximately 13.75 million new shares from a capital increase, around 4.16 million shares from the selling shareholder Cerberus, and about 1.79 million shares from overallotments of the syndicate banks granted by Ströer through a Greenshoe option. Accordingly, the total issue volume, including full overallotments, amounts to approximately €393.94 million. Before deduction of IPO expenses, Ströer will receive €275 million from the capital increase. Upon full exercise of the Greenshoe option in a further capital increase from authorized capital, Ströer would additionally receive about €35.81 million in gross proceeds.

Information from the issuer regarding this release:

Shares in Ströer shall be traded for the first time on the regulated market (Prime Standard) of the Frankfurt Stock Exchange on Thursday, July 15, 2010, under stock ticker symbol SAX. The offering was oversubscribed several times. The free float will amount to approximately 44.9 percent upon the Greenshoe option being fully exercised. Ströer has committed itself to comply with market protection agreements and limitations on disposal (lock-up) for a period of six months after the initial listing. The shareholders Udo

The information contained in this ad hoc release is not intended for distribution, publication or disclosure in or within the United States of America, Canada, Australia or Japan.

Müller (co-founder and Chief Executive Officer) and Dirk Ströer (member of the supervisory board and son of second co-founder Heinz Ströer) as well as Alfried Bührdel (Chief Financial Officer) have each entered into a corresponding agreement with the syndicate banks for a period of 12 months.

Press contact:

Ms Petra Kaiser

Ströer Out-of-Home Media AG

Corporate Communication

Ströer Allee 1 | D-50999 Cologne

Telephone: +49 (0)2236 - 96 45-246

Fax: +49 (0)2236 - 96 45-6246

E-Mail: pkaiser@stroeer.de

IR Contact:

Stefan Hütwohl

Ströer Out-of-Home Media AG

Director Group Finance and Investor Relations

Ströer Allee 1 | D-50999 Cologne, Germany

Phone: +49 (0)2236 / 96 45-338

Fax: +49 (0)2236 / 96 45-6338

E-Mail: ir@stroeer.de

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 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

The information contained in this ad hoc release is not intended for distribution, publication or disclosure in or within the United States of America, Canada, Australia or Japan.

spaces. Ströer street furniture has already received 26 international awards. More information about the company is available at www.stroeer.com

Disclaimer

This ad hoc release does not constitute an offer for the sale of securities in the United States of America, Canada, Australia, Japan or in any other jurisdiction in which an offer is subject to legal restrictions. The securities named in this ad hoc release may be sold or offered for sale in the United States of America only with prior registration under the provisions of the U.S. Securities Act of 1933 ("Securities Act"), as amended, or in the absence of prior registration only on the basis of an exemption. Subject to certain exemptions in accordance with the Securities Act, the securities named in this announcement may not be sold or offered for sale in Australia, Canada or Japan or for the account of Australian, Canadian or Japanese residents. There is no registration of the offer or the sale of the securities named in this announcement according to the respective legal requirements of Canada, Australia and Japan. There will be no public offer of securities in the United States of America.

This ad hoc release is solely for advertising purposes and does not constitute a prospectus. Interested investors should make their investment decision in regard to the securities named in this announcement solely on the basis of information in a prospectus published by the company in connection with this offer and approved by the German Federal Financial Supervisory Authority (BaFin). This securities prospectus is available free of charge from Ströer Out-of-Home Media AG (Ströer Allee 1, 50999 Cologne, Germany) or on the website www.stroeer.com.

This ad hoc release contains forward-looking statements based on current assessments and assumptions made by the management of Ströer Out-of-Home Media AG according to the best information available. Forward-looking statements are subject to known and unknown risks, uncertainties and other factors that can lead to the results of operations, profitability, performance or the profits of Ströer Out-of-Home Media AG deviating significantly from the results of operations, profitability, performance or the profits as expressly described in these forward-looking statements or to be implicitly assumed from them. In view of these risks, uncertainties and other factors, the recipient of these materials should not place undue reliance on these forward-looking statements. Ströer Out-of-Home Media AG undertakes no obligation to update these forward-looking statements and to conform them to future events and developments.