



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

Cologne, August 12, 2010

IPO of Ströer: Greenshoe option partially exercised

- 640,000 of 1,790,624 shares placed by overallotment covered by share capital increase from authorized capital
- Gross proceeds for Ströer amount to € 12.8 million

As stabilization manager for the IPO of Ströer Out-of-Home Media AG ("Ströer"), Morgan Stanley partially exercised today the Greenshoe option, which was granted in the IPO, in its own name and for the account of all underwriting banks. 640,000 of the 1,790,624 available shares placed by overallotments will remain in the market. The shares required to redeem the securities loan on which the overallotment was based are to be created with an increase in share capital from authorized capital.

The gross proceeds for Ströer generated by the share capital increase resulting from the exercise of the Greenshoe option are expected to amount to € 12.8 million. The free float after the partial exercise of the Greenshoe option is expected to reach approximately 43.4 per cent.

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

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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.