

PRESS RELEASE

Dirk Wiedenmann leaves Ströer

Cologne, 15 January 2013 – After four challenging and successful years as general manager of Ströer Media Deutschland GmbH (SMD) and as a member of the management board of Ströer Out-of-Home Media AG, Dirk Wiedenmann has decided to continue his career outside the company. His responsibilities included working intensively with the sales organization to further professionalize the company's existing German business. Together with his management team, Dirk Wiedenmann not only managed and developed structural efficiency in the core areas of sales and marketing, he also coordinated the establishment of Out-of-Home-Channels at Deutsche Bahn stations and at the country's largest shopping malls, integrated the new digital subsidiary ECE into the rail subsidiary SRG, and created new employee development concepts.

“A program of this scope can only be carried out with a high level of commitment and respect from all those involved – that's why I would like to thank everybody for their support over the last four years, and wish the new management team every success in the future,” said Dirk Wiedenmann as he left the company. **Udo Müller, CEO of Ströer AG, added: “We are grateful to Dirk Wiedenmann for his committed and successful work as general manager of SMD and as a member of our management board. We wish him all the best for the future and will certainly maintain in contact on cordial terms.”**

Through the appointment of Christian Schmalzl to its management board, Ströer AG has created the new role of COO. Christian Schmalzl will take on a central guiding role for the whole Ströer Group.

About Ströer

Ströer Out-of-Home Media AG, Cologne, 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 577.1m for fiscal year 2011, is one of the leading out-of-home advertising companies in Germany, Turkey and Poland. In terms of revenue, Ströer is one of Europe's largest providers of out-of-home advertising.

The advertising media portfolio of the Cologne-based SDAX-listed company comprises digital moving-picture networks in Germany's largest train stations, in underground and suburban railway stations and in the country's largest shopping malls.

In addition, Ströer boasts a broad offering of out-of-home advertising products that set new standards in terms of the quality, innovation and design of advertising media and street furniture. Ströer's street furniture has won 27 international awards. The Ströer Group has approximately 1,700 employees at over 70 locations.

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

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