



oOh!media expects 5th consecutive full year growth with up to 38% earnings increase

- o Revenue for year end 31 December 2010 forecast in the range \$108 million to \$110 million, compared to \$86 million for the year ended 31 December 2009 – an increase of up to 27%; and,
- o Underlying EBITDA forecast for the 2010 full year in the range \$20 million to \$21 million, compared to \$14.9 million for the year ended 31 December 2009 – an increase of up to 38%.

Australia's only listed out-of-home media specialist, oOh!media Group Limited (ASX: OOH), today announced that it expected to deliver its fifth consecutive year of double digit earnings growth.

The company's strategy of offering a comprehensive suite of out-of-home products on a national scale and the general turn-around in the out of home sector, had resulted in it forecasting record revenue and EBITDA for the year ended 31 December 2010.

Chief Executive Officer, Brendon Cook, said the company expected revenue to increase to between \$108 million and \$110 million for the full year, while EBITDA was expected to increase by up to 38%.

"The expected results are based on a strong second-half performance following on from solid half-year results, which delivered EBITDA of \$9.6 million based on revenue of \$50.5 million," Mr Cook said.

"While the results have been helped along by the general increase in advertising expenditure, it is pleasing to see that we continue to grow at faster rates than the out-of-home sector.

"This growth in market share during 2010 is based purely on organic growth and has been achieved across all the geographical markets."

According to the Outdoor Marketing Association (OMA), the industry delivered a 20% increase in net revenue year to date at the end of the third quarter of 2010 compared to the same period in 2009. For the same period, oOh! delivered a 32% increase, which was the 17th consecutive quarter where the company's growth outstripped the industry.

The company's full year results will be lodged by 28 February 2011.

Mr Cook said that the Board and management were confident that the company was well placed for continued growth.

"As a result of our strategy, we have built the only out-of-home company that delivers roadside, retail, mobile and experiential campaigns in both metropolitan and regional areas throughout Australia," Mr Cook said.

For more information:

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About oOh!media Group Limited oOh!media is the only single focused out-of-home advertising company listed on the ASX. oOh!media specialises in providing clients with creative out-of-home solutions across its diverse product offerings of road, retail and experiential media throughout urban and regional Australia.