

oOh!media Group Limited
ABN 96 091 780 924

ASX and Media Release
October 23 2009



Strong 3rd quarter results defy outdoor media industry trend

oOh!media Group Ltd (ASX:OOH) today announced that it has continued to exceed the performance of the outdoor advertising sector, with third quarter revenue up 12% on the previous corresponding period, to \$23.4 million.

Following on from its positive half yearly results, Australia's only listed out-of-home media specialist posted record numbers despite the overall outdoor media industry reporting losses in the same period.

The unaudited results showed the company has delivered a 16% increase in total revenue year-to-date, up from \$52.2 million to \$60.5 million.

The company also reported net cash flow from operating activities also rose - up 180% in the previous corresponding period to \$1.6 million. Year-to-date, operating cash flow is at \$5.5 million.

oOh! Chief Executive Officer, Brendon Cook, said he was pleased that the company was able to grow its revenue, operating cash flow and overall market share, particularly given the difficult year the advertising industry had experienced.

"While the Outdoor Media Association (OMA) reported an industry drop in revenue of 14.6% for September 2009 compared with the same period last year, we have continued to deliver revenue growth," Mr Cook said

"This is as a result of our continued investment in our product range, performance research and the quality of our team at oOh!.

"In particular, our product, marketing and research investments in the retail and regional markets are providing good returns and we will continue to build these areas as demand increases and the market begins to improve.

Mr Cook said the board was confident that oOh! was well positioned to continue the positive performance into the final quarter with strong forward orders.

"We are seeing that the market is regaining confidence and as a result booking times have extended from weeks back to months and advertisers are starting to re-invest in their brands," Mr Cook said.

For more information:

Media: Peter Laidlaw, Lighthouse Communications Group - 02 9692 8811

Investors: Mike Egan, oOh!media Group Ltd - 9927 5527

About oOh!media Group Ltd: oOh!media is the only single focused out-of-home advertising company listed on the ASX. The Company specialises in the management and ownership of outdoor assets throughout urban and regional Australia. oOh!media operates in the roadside, retail, mobile and experiential sectors. The Company is also Australia's largest outdoor media brokerage group.