



June 6, 2007

Ms. Susan Kim
Senior Planner
City of Anaheim
Planning Department
200 S. Anaheim Blvd.
Anaheim, CA 92805

Dear Ms. Kim:

CBS Outdoor would like to thank the City of Anaheim for including us in your request for information.

CBS Outdoor has decided to respond with limited information for the following reasons: We are concerned about the privacy of our information and unless the City of Anaheim is willing to sign a nondisclosure, noninterference agreement, at this time we will only provide the information attached, CBS Outdoor is also concerned about the actions of Corona Outdoor who is leasing space in the designated areas without the ability to trade any billboards into the city and who will at a later date hold Clear Channel and CBS Outdoor hostage because they have leases with the existing land owners.

We believe that we have supplied the City of Anaheim with enough information to request a meeting with our company to discuss our concerns. If this is so, please contact me at your earliest convenience.

Again, thank you for your consideration.

Andrew P. Goodman
Special Projects Manager
CBS Outdoor
1731 Workman St.
Los Angeles, CA 90071
323-276-7231



City of Anaheim
Billboard Exchange Program

Contact Information:

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Special Projects Manager
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List of 30 Sheet Poster Locations:

At this time CBS Outdoor is unable to disclose the locations of our billboards. At a later date if the City of Anaheim would sign a nondisclosure noninterference agreement we would consider providing you with this information.

List of 14 x 48 Bulletin Locations:

At this time CBS Outdoor is unable to disclose the locations of our billboards. At a later date if the City of Anaheim would sign a nondisclosure noninterference agreement we would consider providing you with this information.

Total Number of Poster Faces: approximately 30 faces

Total Number of Bulletin Faces: approximately 15 faces

Exchange Program

Square Footage Exchange

CBS Outdoor recommends a square footage exchange for the existing billboards. The standard 30 Sheet posters measure 288 square feet and the bulletins proposed on the freeway will measure 672 square feet. CBS Outdoor is willing to make a 3 for 1 exchange, 3 poster faces for 1 bulletin on the freeway. For our bulletin locations on the surface streets in Anaheim we would exchange a 1 for 1 face.



Daily Effective Circulation Exchange

CBS Outdoor 30 sheet posters in the City of Anaheim have an average daily effective circulation of 23,000. The freeway location in this area have an estimated daily effective circulation of 180,000, therefore the City of Anaheim would be looking for a 7.5 to 1 exchange. This exchange is not as interesting to us as the square footage exchange

The average daily effective circulation for our bulletins in the City of Anaheim is 84,300. Therefore our exchange is 2 faces to 1 face on the freeway.

Revenue Exchange

At this time CBS Outdoor is unable to disclose the income for our billboards. At a later date if the City of Anaheim would sign a nondisclosure noninterference agreement we would consider providing you with this information.

Sunset Clause

This clause would allow the City of Anaheim to amortize our billboards and at some later date exclude CBS Outdoor from doing business in your city. At this time, until the City of Anaheim is willing to tell us what type of exchange and agreement we are getting into, CBS Outdoor is not interested in suggesting this type of program.

Billboard Content

As a publicly traded company, CBS Outdoor mandates a strict set of guidelines that we follow for content on our billboards. The lease that we sign with our property owners makes considerations in the following manner, no competitive advertising on the billboard with tenants on the property. Any other content considerations is made with the property owner on a case by case basis.