NEWS RELEASE

Brand USA, Subaru of America partner for giant-screen film marking 100 years of national parks

October 20, 2015

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Automaker becomes global sponsor for upcoming new release

Washington, DC – Subaru of America, Inc. and Brand USA, the destination-marketing organization for the United States, have announced a global partnership in support of the new giant-screen, 3-D documentary, "National Parks Adventure," which will be released in IMAX® and giant screen theatres worldwide in February 2016. The film celebrates America's Great Outdoors and the centennial of the National Park Service and is produced by Academy Award®-nominated filmmakers MacGillivray Freeman Films. As part of the partnership, the film will open with a short dedication spot from Subaru that promotes the importance of the national parks and the need to protect them.

"As we bring this majestic film to giant screens around the world and showcase our national parks – true American treasures – to international audiences, we're proud to have Subaru as a major partner," said Christopher L. Thompson, Brand USA's president and CEO. "Subaru has established itself as a corporate leader in advocating for the environment and the parks. They're a perfect fit for us."

Through its sponsorship with Brand USA, Subaru will participate in global consumer advertising and film promotions with its extensive retail network. The Subaru "Who we are is what we leave behind" sustainability campaign which highlights Subaru's efforts to reduce landfill waste in the country's national parks will be integrated throughout the film's overall marketing campaign. As the premier vehicle partner of the National Parks Service Centennial, Subaru is working with the national parks on a zero landfill initiative dedicated to significantly reducing waste going into landfills and preserving the parks for years to come. "We're excited to be involved in this inspiring project," said Alan Bethke, Vice President, Marketing, Subaru of America. "It's a great way to highlight these national treasures and raise awareness of their importance. Working with Brand USA and MacGillivray Freeman Films as a major sponsor of "National Parks Adventure" underlines our commitment to promoting the approximately 400 National Parks Service properties and working with them to ensure that future generations will also be able to enjoy them."

Brand USA collaborated with independent filmmaker MacGillivray Freeman Films to produce the documentary. MacGillivray Freeman has created 38 giant-screen productions, including nine of the top-20 giant-screen, box-office hits.

"Subaru has a strong history of environmental expertise, being zero landfill since 2004, and is as passionate about the parks as all of us who have been associated with this project, and we are thrilled to have them as a partner, said Shaun MacGillivray, producer of the film and president of MacGillivray Freeman Films. "Their support will help us carry the film's message about the importance of the national parks to an even greater audience."

The Smithsonian Institution's National Museum of Natural History in Washington, D.C., hosts the first official screening of "National Parks Adventure" on Feb. 10, 2016. Screenings in more than 15 international markets and in the U.S. will follow. Additional premiere events will be held in Mexico City, Beijing, Tokyo and possibly other international locations.

Subaru of America joins Expedia, Inc. as a key global sponsor of the film as well as REI, which serves as a domestic sponsor. The film additionally received financial support from the Giant Dome Theater Consortium which also lent their giant screen expertise to the production.

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About Brand USA

Brand USA, the destination marketing organization for the United States, was established by the Travel Promotion Act to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and to communicate U.S. entry/exit policies and procedures to worldwide travelers. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. With a mission of increasing international visitation to the United States, Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include creating jobs essential to the economy and fostering understanding between people and cultures. Brand USA's activities are funded at no cost to U.S. taxpayers through a combination of private-sector investment and matching funds collected by the U.S. Government from international visitors who come to the U.S. under the Visa Waiver Program. Through its call-to-action—Discover America—Brand USA inspires travelers to explore the United States of America's boundless possibilities.

For industry or partner information about Brand USA, visit www.TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at www.VisitTheUSA.com.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 620 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants, and Subaru of Indiana Automotive, Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information, visit media.subaru.com.

About MacGillivray Freeman Films

MacGillivray Freeman Films is the world's foremost independent producer and distributor of giant-screen 70mm films with 38 films for IMAX and other giant-screen theatres to its credit. Throughout the company's 50-year history, its films have won numerous international awards including two Academy Award® nominations and three films inducted into the IMAX Hall of Fame. MacGillivray Freeman's films are known for their artistry and celebration of science and the natural world. It is the first documentary film company to reach the one billion dollar benchmark in worldwide ticket sales. For more information about the company, visit www.macgillivrayfreemanfilms.com

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About The Giant Dome Theater Consortium

The Giant Dome Theater Consortium (GDTC) incorporated in 2010 to foster educational film production for the most unique theaters in the world. The GDTC facilitates film production through financial support, and encourages the use of technical standards that maximize the experiential impact of the giant dome screen. Member institutions of the GDTC are Cincinnati Museum Center; Discovery Place, Inc., Charlotte; Museum of Science, Boston; Museum of Science and Industry, Chicago; Reuben H. Fleet Science Center, San Diego; Science Museum of Minnesota and the St. Louis Science Center.

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About Brand USA
Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.