NEWS RELEASE

Brand USA Selects Red Robot for Global Contents Distribution

London, England - July 30, 2015

After a comprehensive review of services, Brand USA, the destination marketing organization for the United States recently appointed Red Robot Limited ("Red Robot") to provide media consulting advice and multi-platform global content distribution.

Brand USA will work with partners to offer exposure to over 400,000 journalists using the Red Robot platforms and content distribution to over 1,700 subscriber sites in more than 116 countries.

The agreement enables Brand USA and its destination and industry partners to provide press release, photo and video news content for distribution to the world's media organisations, as well as Red Robot's own Media**GRAB** portal. Content will be distributed via Thomson Reuters' ("Reuters") *World News Express & Media Express* platforms, Bloomberg's *Mediasource* web channel and PR Newswire's wire services including distribution via Associated Press.

"We are excited to be able to offer our partners this extraordinary opportunity for distributing their content via some of the leading media distribution platforms," said Anne Madison, chief communications officer, Brand USA. "This program will give our partners increased access to some of the world's most prominent media in order to invite, engage and inspire international visitors to travel to the United States."

Red Robot consultants will provide media advice to Brand USA and its partners and provide detailed reporting on content usage across broadcast, social media and online channels. Reporting will be delivered to Brand USA via Red Robots' online *Client**ZONE*** system.

"We are delighted that Brand USA has chosen to work with us," said Malcolm Switzer, CEO Red Robot Limited. "It underlines their confidence in Red Robot being able to deliver their global marketing message to promote the United States as a premier travel destination."

Brand USA announced the working partnership at this year's IPW in Orlando. Brand USA is the premier partner of U.S. Travel's IPW, the travel industry's premier international marketplace and the largest generator of travel to the United States.

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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.