BRAND USA

NEWS RELEASE

Travel Industry Executive Joins The Corporation for Travel Promotion as Chief Business Development Officer

Washington, D.C. - October 17, 2011

The Corporation for Travel Promotion announced today that Paul Cerula will join the organization as Chief Business Development Officer.

The Corporation for Travel Promotion (CTP) was established by the Travel Promotion Act passed by Congress on February 25, 2010 and signed into law by President Obama on March 4, 2010. A non-profit entity, CTP's mission is to promote leisure, business and educational travel to the United States, stimulating economic growth and jobs creation.

Cerula, a former Marriott International executive, served as Senior Vice President, International Sales and Marketing for Marriott's International Lodging Division. In this role he built an extensive global sales and marketing organization that enabled unprecedented growth and expansion on all global continents. He said, "I am honored to be part of this historic opportunity to create the nation's first-ever nationally managed international tourism marketing organization for the United States. Building a coalition of business and industry, and leveraging private and public sector funding will be vital to the success of the CTP. We will create innovative marketing programs and a global infrastructure that delivers clear value to our business partners and generates revenue to fuel our marketing efforts."

The CTP is a private-public partnership dedicated to increaseing international visitation to the United States through marketing and promotional efforts. It is led by private industry with oversight from the Department of Commerce and U.S. Congress. The program's activities will be funded through a combination of private sector investment and matching funds collected by the Department of Homeland Security from international visitors who come to the U.S. under the Visa Waiver Program. Cerula's responsibilities will be to develop customized marketing initiatives that generate the revenue necessary to enable federal funding, build a global representation network to promote the U.S. as the preeminent global tourism destination and create strategic partnerships to stimulate increased travel to the United States.

"We are thrilled to have Paul join our organization as Chief Business Development Officer", said Jim Evans, CEO and Executive Director for CTP. "Paul brings a wealth of experience and knowledge of the global marketplace, having lived and worked abroad. He has extensive travel industry sales and marketing experience in all corners of the globe and understands the cultural landscape that will be critical for our success."
The Corporation for Travel Promotion has officially opened its headquarters at 1725 Eye Street NW, 8th Floor, Washington, D.C. 20006.

About the Corporation for Travel Promotion
The Corporation for Travel Promotion is a nonprofit corporation created by Congress for the purpose of promoting foreign leisure, business and scholarly travel to the U.S. President Obama signed the program into law in 2010 and the CEO was named in May 2011. Once it is fully implemented, the entity will have a budget of up to $200 million. The program will be responsible for using advertising and other marketing tactics to help increase visitation and visitor spending in the U.S.

For more information about the Corporation for Travel Promotion, please visit www.CorporationForTravelPromotion.com.

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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.