BRAND USA

NEWS RELEASE

Corporation for Travel Promotion Appoints JWT as Global Marketing Agency of Record

Washington, D.C. - August 22, 2011

The Corporation for Travel Promotion announced today that they have named JWT agency of record to lead America's first ever global marketing campaign to attract international travelers. JWT won the business partnering with WPP sister agencies including Mediacom, The Brand Union and Hill & Knowlton in a pitch against two undisclosed global agencies.

The U.S. Congress established the CTP in 2010 as a partnership between the travel industry and the federal government, in order to create a marketing and promotion program to compete for international visitors and the job creation and economic growth they bring.

CEO for the Corporation for Travel Promotion, Jim Evans said, "America is a uniquely compelling and diverse travel destination, and the CTP, for the first time in our nation's history, will be creating "Brand USA," to help bring more international visitors to every corner of our wonderful country.

"JWT's global network is unparalleled, especially within our priority markets. They demonstrated impressive strategic insight and a genuine, shared passion for our mission. I'm excited to welcome them as a strategic marketing partner to what will be a world-class team."

The CTP announced the search for a marketing partner in July 2011 to assist in the allocation of their inaugural $200 million budget. The pitch was run by Gary Stolkin, CEO of The Talent Business.

In the coming days, CTP expects to announce their executive team, consisting of Chief Marketing Officer, Chief Business Development Officer, Vice President of Operations and Vice President of Stakeholder Engagement.

"We are honored to be a part of such an important mission, the benefits of which will be felt in communities around America" said Bob Jeffrey, JWT Worldwide CEO and chairman." The dedication and energy of Jim and the CTP Board was evident right from our very first meeting. From the beginning, there was great chemistry and a shared enthusiasm, and JWT—a company with a near 150-year history rooted in both American and global culture—was the obvious best choice," Jeffrey concluded.

Stephen J. Cloobeck, chairman of the CTP board of directors applauded JWT's selection saying, "I congratulate our search committee for making a decisive and thoughtful choice. The selection of a global marketing agency is a critical step to getting the CTP's marketing program up and running."

JWT's duties are expected to commence immediately. The CTP will be working with great speed to develop the marketing and brand strategy, which will be unveiled in November at World Travel Market in London and implemented in 2012. This campaign will showcase America to the world, and drive economic growth and job creation in communities across the nation.

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. and maximizing the economic and social benefits through marketing and other programs designed to position the U.S. as a destination of choice for travelers. The program will be responsible for using advertising and other marketing tactics to help increase visitation and visitor spending in the U.S. Once the program is fully implemented, the entity will have a

budget of up to $200 million.
http://www.corporationfortravelpromotion.com

About JWT
JWT is the world's best-known marketing communications brand. Headquartered in New York, JWT is a true global network with more than 200 offices in over 90 countries employing nearly 10,000 marketing professionals. JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Smirnoff, Macy's, Ford and HSBC. JWT's pioneering spirit enables the agency to forge deep relationships with clients including Bayer, Bloomberg, Cadbury, Diageo, DTC, Ford, HSBC, Johnson & Johnson, Kellogg's, Kimberly-Clark, Kraft, Nestlé, Nokia, Rolex, Royal Caribbean, Schick, Shell, Unilever, Vodafone and many others. JWT's parent company is WPP (NASDAQ: WPPGY).

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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.