BRAND USA

NEWS RELEASE

Chris Perkins to be Chief Marketing Officer of The Corporation for Travel Promotion

Washington, D.C. - August 29, 2011

Today the Corporation for Travel Promotion (CTP) announced that it has named veteran marketing professional Chris Perkins to join the organization as Chief Marketing Officer. With the announcement last Monday that JWT will be global agency of record, the CTP's marketing team is now complete. This is a major step toward developing America's first-ever promotional campaign to compete for increased international travelers while driving economic growth and job creation.

Most recently president and CEO of Blitz in Boston, Perkins has spent his career at a number of highly recognized agencies such as Arnold Boston and Publicis & Hal Riney San Francisco. He brings experience working with renowned American brands such as Wendy's, RadioShack, McDonald's, Jeep, HP, Ringling Bros. and Barnum & Bailey as well as significant experience developing successful campaigns within the tourism and entertainment sectors.
"I've spent the last 25 years helping brands realize their full potential," said Perkins. "I cannot imagine a more interesting or compelling opportunity than helping to bring the United States of America's brand to life abroad. I'm honored and thrilled to lead the creation of a campaign that will capture the American spirit and all that our great nation has to offer international visitors."

Perkins will be responsible for building and implementing all aspects of the CTP's marketing program, from brand management to the development of a global advertising campaign, cooperative marketing relationships, trade show presence, social media and public relations strategy, and research.
CTP CEO Jim Evans said, "I am delighted to welcome Chris to our team. He is an innovative thinker with big ideas who has developed powerful marketing campaigns for countless major brands. Chris' passion for the CTP's mission was evident throughout our many conversations and we are very fortunate to have him on board leading our marketing efforts."

In conjunction with Evans, George Fertitta, CEO of NYC & Company and vice chair of the CTP's board of directors, led the marketing search committee that selected Perkins as CMO and JWT as the CTP's global agency partner. Fertitta applauded both choices saying, "Solidifying our marketing team represents a major milestone for the CTP and the culmination of an exhaustive search process. I am extremely pleased with the caliber of the team we have assembled and look forward to moving ahead with the historic task of creating the United States' first-ever campaign to showcase America to the global travel community."

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

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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.