BRAND USA

NEWS RELEASE

Disney Executive Joins Board of Directors of The Corporation for Travel Promotion

Washington, D.C. - November 04, 2011

The Corporation for Travel Promotion (CTP) announced today that Randy A. Garfield has joined its Board of Directors, representing the attractions sector of the travel and tourism industry.

Mr. Garfield is currently the President of Walt Disney Travel Company and Executive Vice President of Worldwide Sales & Travel Operations of Disney Destinations. In this capacity, Mr. Garfield leads the worldwide sales and distribution marketing efforts for Walt Disney World Resort, Disneyland Resort, Disneyland Paris, Hong Kong Disneyland Resort, and Disney Cruise Line. He joined Disney in 1993 and played an integral role in the launch of Disney Cruise Line and in developing the sales strategies for the company's significant resort expansion and major global celebrations.

Mr. Garfield has repeatedly been recognized for his work in the travel industry. Hospitality Sales & Marketing Association International recognized Mr. Garfield on its annual "Hot List of Top 25" in 2005, 2007 and 2008. Mr. Garfield replaces Al Weiss, an executive at Disney, who voluntarily resigned from the Board due to his retirement from Disney after 39 years of service. Mr. Weiss retired from Disney on November 1.

In addition to his work with Disney, Mr. Weiss was a founding Board member of the Corporation for Travel Promotion. "Al's leadership and industry expertise were instrumental to providing a solid foundation for the organization. We wish him well," said Stephen J. Cloobeck, Chairman of the Board for the Corporation for Travel Promotion. "Randy brings a phenomenal record of international sales and marketing success with one of the most recognized brands in the world. We welcome him onto the Board and look forward to having him join us at the World Travel Market in London as we reveal the United States' first-ever global consumer brand," said Cloobeck.

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. CTP will unveil its new global brand at the World Travel Market on Monday, November 7 in London.

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.