NEWS RELEASE

Brand USA Rolls Out Consumer Media Campaign in Brazil and Mexico

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Brand USA, the public-private partnership responsible for promoting the United States as a premier travel destination, launches consumer campaigns in Brazil and Mexico. The fully integrated campaigns (comprised of TV, digital, out-of-home, and print advertising) will showcase the diversity of experiences available in the United States and invite consumers in Brazil and Mexico to "discover this land, like never before." Both media campaigns began last week and will run through July 8 and July 22, respectively.

"We want to spread America's message of welcome around the world and invite travelers to experience the limitless possibilities the United States has to offer," said Christopher L. Thompson, president & CEO of Brand USA, who announced the campaign at IPW (International Pow Wow), the travel industry's premier international marketplace and the largest generator of travel to the U.S. The event, held in Las Vegas, attracted nearly 6,400 delegates from the U.S. and 70 other countries, including 1,300 international and domestic buyers and nearly 500 media.

Rosanne Cash, Grammy award-winning singer/songwriter, and daughter of American music legend Johnny Cash, composed an original song, "Land of Dreams," to serve as the heart of the campaign's TV advertisements. The advertisements feature Cash playing the song under New York's Brooklyn Bridge accompanied by musicians from around the world, as well as featuring many usual and unusual attractions and experiences from across the USA.

The inaugural wave of Brand USA advertising launched on May 1, 2012 in the United Kingdom, Japan and Canada, and lasted for three months resulting in a significant increase in intent to travel to the United States of America from those markets (22% in Canada, 14% in the United Kingdom, and 14% in Japan).

"Brand USA is rolling out consumer campaigns in 2013 to 11 markets that generate 75% of inbound visitation and spending in the United States," added Yvonne La Penotiere, chief marketing officer for Brand USA. "Our collaborative marketing efforts which include traditional and social media platforms are designed to rekindle the world's love affair with America – reclaiming the USA's share of the international market by positioning the country as a diverse destination to be discovered again and again."

Brand USA's digital and social channels have been live in Brazil since July 2012. Due to Facebook's rapid growth in the market, Brand USA has acquired approximately 150,000 fans per week, making it likely that the organization will reach 1,500,000 Facebook fans, this week.

On average, nearly 170,000 visitors come to the Brand USA Facebook page every month, rising to nearly 300,000 per month with the inception of the social media advertising. Thompson added, "Brand USA is acquiring more than 100,000 highly engaged fans per week in Brazil with the current Facebook advertising campaign, showing an affinity to our content and our brand."

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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.