NEWS RELEASE

Brand USA Opens Office in Japan

Tokyo, Japan - July 12, 2012

- Selects AVIAREPS Marketing Garden Ltd. to represent BrandUSA's interests

Brand USA, created as a result of the U.S Travel Promotion Act, today announced that it has appointed a tourism marketing company, AVIAREPS Marketing Garden Ltd., as its first-ever Japan office. In addition to its Japan brand advertising campaign launched in May, Brand USA will now proactively launch marketing programs targeting travel agencies as well as a nationwide public relations campaign throughout the nation.

Brand USA began operations in May 2011 as a result of U.S. federal legislation which established a public-private partnership between the travel industry and the U.S. government dedicated to increasing international visitation to the U.S. through global marketing and promotional efforts. This public-private entity will spearhead the nation's first global marketing effort to promote the United States as a premier travel destination worldwide.

Brand USA is funded by up to $100 million in private sector investment matched by up to $100 million annually from funds generated by the ESTA (the Electronic System for Travel Authorization) VISA Waiver program.

To kick off the global marketing campaign, the first wave of advertising launched in May in Japan, the United Kingdom, and Canada, with a budget of $12.3 million for the first three months. A second wave will follow in Brazil and South Korea later this year, with several other markets to follow.

About AVIAREPS Marketing Garden

With nine offices in Japan, Korea, China, Taiwan, Australia, India, and Dubai, AVIAREPS Marketing Garden Ltd. is the leading public relations and marketing consultancy in the Asia-Pacific region specializing in outbound tourism promotion. Over 30 world-class destinations, hotel groups, airlines and cruise lines rely on AVIAREPS Marketing Garden's outbound tourism marketing expertise and proven marketing track record in Asia. For further information, please refer to: www.aviareps.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.