NEWS RELEASE

Travel Industry Leader Mike Gallagher begins tenure as Loaned Executive with Brand USA

Washington, DC - August 27, 2012

Brand USA, the tourism marketing entity charged with promoting international visitation to the United States, is pleased to announce that Mike Gallagher, Co-CEO and Co-Founder of CityPASS, has joined the organization as a loaned executive.

Gallagher joined the Brand USA team August 24 and will donate his time through mid-November. His expertise and strong travel industry leadership will be critical to Brand USA's efforts to establish and expand partnerships and programs to release federal matching funds, which requires contributions from private industry. He will also work with stakeholders to maximize the economic benefits of inbound travel to the United States' economy.

[add quote(s) from Caroline Beteta and/or Mike Gallagher]

Gallagher is a member of Brand USA's Business Development Advisory Group. [add, if confirmed, Mike's new role as chair of the business development advisory group] He was one of the key industry leaders involved in the passage of the Travel Promotion Act in March 2010, and was an integral member of the task force charged with establishing supporting Brand USA's launch. He has since been engaged with Brand USA's strategic development and has provided critical direction on the organization's global marketing plan.

Mike has established temporary residence in Washington, D.C. during his time as a loaned executive. He will report to Brand USA's interim CEO and Chair-Elect Caroline Beteta.

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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.