NEWS RELEASE

Brand USA Heads to the Big Screen with MacGillivray Freeman Films

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Brand USA, the nation's destination marketing organization, in partnership with MacGillivray Freeman Films, is producing a film for giant screen theatres that celebrates the USA as a top travel destination. With a planned release in mid-2015 to honor the centennial anniversary of the National Park Service, this film will focus on one of the nation's most treasured assets--the U.S. National Parks and Federally managed lands.

"Today, there are over 400 of these gems located in wilderness areas, and in the core of many of the United States most vibrant cities, making for some of our most popular tourist destinations and the world's most iconic attractions," said Christopher Thompson, Brand USA president and CEO. "This giant-screen film will capture the myriad of experiences available through the nation's great outdoors, therefore inspiring visitors to discover the beauty and diversity across the United States."

MacGillivray Freeman has been the leading independent producer of films for IMAX and other giant screen theatres for over 30 years. They have produced five of the top 10 highest grossing giant-screen films of all time, including the first to gross more than $150 million—the blockbuster hit "EVEREST".

"U.S. national parks feature some of the most grandiose and awe-inspiring natural landscapes on the planet, and we are thrilled to bring them to the giant screen," said producer Shaun MacGillivray of MacGillivray Freeman Films. "The size and immersive nature of the IMAX and giant screen platforms is the perfect canvas to showcase the beauty and wonder of the national parks. We are excited to take global audiences on a journey into these great places that inspire the adventurer in all of us. "

"This partnership is a great opportunity to not only showcase our National Parks, but to reach a large number of our key international markets. MacGillivray Freeman is the perfect partner to give this film the highest impact, credibility and global exposure around the world," said Tom Garzilli, Brand USA's Senior Vice President of Global Partner Marketing.

There are over 800 giant screen theatres in over 57 countries and growing. China, one of the United States' top 10 countries in both international visitation and spend, has the second largest market with over 75 giant screen theatres located throughout the country. Giant screen theatres can be found in many of Brand USA's key target markets.

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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.