BRAND USA

NEWS RELEASE

Brand USA, Expedia, Inc. sign global partnership for cinematic tribute to national parks

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Brand USA – the destination-marketing organization for the United States announces Expedia, Inc. as the first global sponsor and exclusive online travel activation partner for the new giant-screen film that celebrates the USA's great outdoors. The film is scheduled for global release to coincide with the centennial of the National Park Service in 2016.

Titled "America Wild: A National Parks Adventure," the giant-screen film will be shown in giant-screen theatres around the world in nearly 40 countries, starting early next year.

"Our partnership with Expedia aligns Brand USA and our great outdoors platform with a proven vehicle to drive and activate travel to the U.S.," said Christopher L. Thompson, Brand USA's president and CEO. "With the global reach of Expedia and the international release of the giant-screen film, we expect the impact of this partnership to truly move the needle."

Through this multi-million dollar partnership, Expedia, Inc., one of the world's largest travel companies with a brand portfolio of leading online travel brands in more than 70 countries, will be a featured sponsor on the giant-screen film with logo placement and global consumer advertising campaigns.

"There are few things that highlight America as a vacation destination like our great national parks", said Noah Tratt, global senior vice president, Expedia Media Solutions. "Expedia is thrilled to be part of this innovative way of reaching and inspiring people around the world to travel to the U.S. to experience our national treasures in person."

Brand USA collaborated with independent filmmaker MacGillivray Freeman Films to produce the giant screen film. MacGillivray Freeman has created 38 giant-screen productions, including nine of the top 20 box-office hits.

"We're thrilled to partner with Expedia to bring America's awe-inspiring natural landscapes to the giant screen," said Shaun MacGillivray, "America Wild" producer and president of MacGillivray Freeman Films. "Their global network of world travelers represents the perfect audience for our film, and together we look forward to delivering an unforgettable movie experience that will take viewers into the heart of America's great outdoors."

In December, Brand USA launched a new website – The United States of Great Outdoors – that highlights outdoor travel destinations and experiences across the country. Visitors to the site can get behind-the-scene looks at the making of "America Wild."

About Expedia, Inc.

Expedia, Inc. (NASDAQ: EXPE) is one of the world's largest travel companies, with an extensive brand portfolio that includes leading online travel brands, such as:

- Expedia.com®, a leading full service online travel agency with localized sites in 31 countries
- Hotels.com®, the hotel specialist with localized sites in more than 60 countries
- Hotwire®, a leading discount travel site that offers opaque deals in 12 countries throughout North America, Europe and Asia• Travelocity®, a pioneer in online travel and a leading online travel agency in the US and Canada
- Egencia®, a leading corporate travel management company
- Venere.com™, an online hotel reservation specialist in Europe
- trivago®, a leading online hotel metasearch company with sites in 51 countries
- Wotif Group, a leading operator of travel brands in the Asia-Pacific region, including Wotif.com ®, lastminute.com.au®, travel.com.au, Asia Web Direct®, LateStays.com and GoDo.com.au

- Expedia Local Expert®, a provider of online and in-market concierge services, activities, experiences and ground transportation in hundreds of destinations worldwide
- Classic Vacations®, a top luxury travel specialist
- Expedia® CruiseShipCenters®, a provider of exceptional value and expert advice for travelers booking cruises and vacations through its network of 180 franchise locations across North America
- CarRentals.com™, the premier car rental booking company on the web

The company delivers consumers value in leisure and business travel, drives incremental demand and direct bookings to travel suppliers, and provides advertisers the opportunity to reach a highly valuable audience of in-market consumers through Expedia® Media Solutions. Expedia also powers bookings for some of the world's leading airlines and hotels, top consumer brands, high traffic websites, and thousands of active affiliates through Expedia Affiliate Network. For corporate and industry news and views, visit us at www.expediainc.com or follow us on Twitter @expediainc.

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About MacGillivray Freeman Films

MacGillivray Freeman Films is the world's foremost independent producer and distributor of giant-screen 70mm films with 38 films for IMAX and other giant-screen theatres to its credit. Throughout the company's 50-year history, its films have won numerous international awards including two Academy Award® nominations and three films inducted into the IMAX Hall of Fame. MacGillivray Freeman's films are known for their artistry and celebration of science and the natural world. It is the first documentary film company to reach the one billion dollar benchmark in worldwide ticket sales. For more information about the company, visit www.macgillivrayfreemanfilms.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.