NEWS RELEASE

IMAX® Documentary "America's Musical Journey" Featuring Aloe Blacc Launches on GoUSA TV in Australia

SYDNEY - November 28, 2018

On Dec. 8, the giant-screen IMAX® film "America's Musical Journey" featuring Grammy Award-Nominated singer and songwriter Aloe Blacc will launch on GoUSA TV for a special, limited-time holiday-season release. To celebrate this special digital release of the film, which premiered earlier this year at the IMAX® Melbourne, Brand USA will host an official launch event in Sydney tonight at the Sydney Opera House and on Dec. 3 in Melbourne at IMAX® Melbourne. Each event features live performances by Austin, Texas, native Mobley and Australia's chart-topping singer and songwriter Taylor Henderson. The movie collaboration between Brand USA, the destination marketing organization for the United States, and MacGillivray Freeman Films was made possible with the support of global presenting sponsors Expedia Group and Air Canada.

"America's Musical Journey" reveals the United States' rich musical heritage as Blacc traces the nation's unique cultural roots through the footsteps of music legends like Louis Armstrong and Elvis Presley. The film explores the collision of cultures that gave birth to distinctly American musical genres such as jazz, blues, country, rock and roll, and hip-hop, and takes audiences on a journey through the diverse communities at the heart of the United States' music traditions, including New Orleans, Louisiana; Chicago, Illinois; New York City, New York; Nashville and Memphis, Tennessee; and Miami, Florida.

The IMAX® format immerses moviegoers into the story as they are introduced to musicians, artists, and innovators shaping American culture today. These include Jon Batiste, bandleader and musical director of "The Late Show with Stephen Colbert," as well as Latin music icons Gloria and Emilio Estefan and many more.

"Australia is a top-10 market for international visitation to the United States, and we want potential Aussie travelers to experience the diversity of America through our music," said Christopher L. Thompson, president and CEO of Brand USA. "'America's Musical Journey' is an adventure through our musical heritage and the cultural cities where American music was born. We hope this film inspires even more Aussies to visit America."

"Music is an essential part of the human experience, and I look forward to helping audiences discover the unique cultural influences that gave rise to jazz, the blues, folk, and other musical genres in the United States," says Blacc. "I love the freedom of expression in this country, which is a source of creativity and innovation unlike anywhere else."

"America's Musical Journey" debuted in February 2018, and has been well-received by critics and audiences alike in Canada, France, Japan, Mexico, South Korea, Spain, Switzerland, and the United Kingdom. The film follows the tremendous success of Brand USA's first film, "National Parks Adventure," which was the industry's fastest giant-screen roll-out in five years, with 48 exhibitions in six countries in 2016 and 119 exhibitions in 16 countries within its first 12 months. According to an ROI study by Oxford Economics, "National Parks Adventure" is estimated to have generated 46,700 trips to the United States and $173 million in visitor spending in Fiscal Year 2017. Including indirect and induced impacts, the film also supported 2,308 jobs with $111 million in personal income.

"America's Musical Journey's" launch on GoUSA TV Australia is a special limited-time opportunity exclusive to the Australian market, and marks the first time the film will be available to audiences outside of theaters in advance of a broader global digital release next year. GoUSA TV is a first-of-its-kind connected TV network launched by Brand USA and is dedicated to delivering real, authentic, and on-demand video content about travel experiences in the United States.

In October, Brand USA launched the GoUSA TV app available to Apple users via thislink or by searching for "GoUSA TV" in the App Store. Android users can now also download the app via this link or by searching for "GoUSA TV" in the Google Play Store. As GoUSA TV's global audience grows, the app will enable Brand USA to strategically curate and distribute video content across several categories, including the Great Outdoors, Road Trips, Food & Drink, and Culture & Events.

Additional information about the USA's rich musical culture and the diverse experiences the country has to offer is available at VisitTheUSA.com.au and on social media at Visit The USA on Facebook, Twitter, and Instagram.

A current list of theaters in Australia showing "America's Musical Journey" is available here.

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Editor's Note: Please find facts about the Australian market below:

- Australia is the 10th largest source market for inbound visitation to the United States.
- Approximately 1.32 million Australians traveled to the United States during 2017.
- Australians rank eighth among international visitors in spend, having spent a total of $8.7 billion in 2016.
- Looking ahead to 2023, international visitation from Australia to the United States is projected to increase by 22 percent.
- According to a Brand USA survey, Australians and New Zealanders choose the USA at the top global destinations for their next international trip. It is the choice of nearly one out of five travelers.
- Australians and New Zealanders who visit the United States are inclined to make the trip more than once.
- 22 days is the average length of stay of Australians and New Zealanders—the second longest among travelers from the top 10-source markets.

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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 40 films for IMAX® and 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 for worldwide box office. For more information about the company, visitMacGillivrayFreemanFilms.com.

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About Air Canada
Air Canada is Canada's largest domestic and international airline serving more than 200 airports on six continents. Canada's flag carrier is among the 20 largest airlines in the world and in 2017 served approximately 48 million customers. Air Canada provides scheduled passenger service directly to 64 airports in Canada, 60 in the United States and 98 in Europe, the Middle East, Africa, Asia, Australia, the Caribbean, Mexico, Central America and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,300 airports in 191 countries. Air Canada is the only international network carrier in North America to receive a Four-Star ranking according to independent U.K. research firm Skytrax, which also named Air Canada the 2017 Best Airline in North America. For more information, please visit: AirCanada.com, follow @AirCanada on Twitter, and join Air Canada on Facebook.

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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.