NEWS RELEASE

Brand USA Honored with Expedia Group EPIC Award

WASHINGTON, DC - December 18, 2018

Honor marks the first EPIC award received by a destination marketing organization

Brand USA, the destination marketing organization for the United States, has been honored with an Expedia Group EPIC Award for its ongoing relationship with Expedia Group™ Media Solutions. The EPIC Awards honor organizations exuding the values of Engagement, Partnership, Innovation, and Collaboration (EPIC) while continually exploring new and creative ways to partner together to inspire travel. Brand USA was the first destination marketing organization to receive the award, which was presented during Expedia Group's explore '18 conference in Las Vegas, Nevada.

Brand USA and Expedia Group share a common mission to encourage international visitation and help to grow the United States' share of the global travel market. Expedia Group Media Solutions, the advertising arm of Expedia Group, has collaborated with Brand USA since the organization's inception in 2012, and has run hundreds of campaigns to drive international bookings to the United States. Campaigns have run in Australia, Brazil, Canada, China, France, Germany, Japan, Korea, Mexico, and the United Kingdom, across Expedia Group brands.

"We are extremely pleased to receive the EPIC Award this year in recognition of our work to leverage authentic voices to reach travelers when and where they are most receptive, and inspire them to come experience all the USA has to offer," said Tom Garzilli, Brand USA's chief marketing officer. "Expedia Group has been a tremendous strategic partner and we appreciate this honor and are eager to continue working together to inspire international visitation to the USA."

"We are proud to collaborate with Brand USA to drive international tourism to the U.S. through engaging and innovative advertising campaigns," said Hari Nair, senior global vice president, Expedia Group Media Solutions. "In 2018, we built upon our relationship by providing our technology-led solutions and marketing platform to drive results and facilitate Brand USA's needs. We're excited to work on fresh and exciting campaigns in 2019, alongside a great advertising partner and forward-thinking organization."

Since 2016, Brand USA's giant-screen IMAX© films, which inspire and drive international visitation have been at the core of its collaboration with Expedia Group and Expedia Group Media Solutions. "America's Musical Journey" premiered in February 2018 and takes viewers on a journey of destinations connected to the country's rich musical heritage. The film followed the tremendous success of Brand USA's "National Parks Adventure," which celebrates the United States national parks and was the industry's fastest giant-screen roll-out in five years, with 48 exhibitions in six countries in February 2016 and 119 exhibitions in 16 countries within the first 12 months. According to the Oxford Economics ROI study, "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, and has supported 2,308 jobs with $111 million in personal income.

"National Parks Adventure" is streaming globally on Netflix and Youku and "America's Musical Journey" is currently playing globally at theaters found here.

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About Expedia Group
Expedia Group is the world's travel platform. We help knock down the barriers to travel, making it easier, more enjoyable, more attainable and more accessible. We are here to bring the world within reach for customers and partners around the globe. We leverage our platform and technology capabilities across an extensive portfolio of businesses and brands to orchestrate the movement of people and the delivery of travel experiences on both a local and global basis. Our family of travel brands includes: Brand Expedia®, Hotels.com®, Expedia® Partner Solutions, Egencia®, trivago®, HomeAway®, VRBO®, Orbitz®, Travelocity®, Wotif®

lastminute.com.au®, ebookers®, CheapTickets®, Hotwire®, Classic Vacations®, Expedia Group™ Media Solutions, CarRentals.com™, Expedia Local Expert®, Expedia® CruiseShipCenters®, SilverRail Technologies, Inc., ALICE, and Traveldoo®. For more information, visit ExpediaGroup.com.

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About Expedia Group Media Solutions
Expedia Group™ Media Solutions, the advertising arm of Expedia Group, offers industry expertise and digital marketing solutions that allow brands to reach, engage and influence its qualified audience of travelers around the world. Through its vast network of leading travel brands and global points of sale, Expedia Group Media Solutions provides marketing partners with proprietary data-driven insights about traveler behaviors during every stage of the purchase journey, along with dynamic advertising solutions, to deliver strategic campaigns and measurable results. For more information, visit www.advertising.expedia.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.