NEWS RELEASE

Brand USA and United Airlines Sign Global Sponsorship Agreement

WASHINGTON, DC - November 04, 2019

Three-Year Deal Inked to Promote U.S. Travel Together

Brand USA, the destination marketing organization for the United States, and United Airlines today announced a multi-year, global sponsorship agreement to promote international travel across the United States.

The agreement makes United Airlines an official Global Airline Sponsor of Brand USA and the exclusive airline sponsor of Brand USA's third film for IMAX ® and giant screen theaters, "Into America's Wild," premiering in February 2020. The film takes international audiences on a journey across the United States through its scenic byways, ancient homelands, little known trails, and hidden gems that form the country's natural tapestry. "Into America's Wild" features the country's greatest outdoor experiences from kayaking Oregon's stunning coast, to traversing majestic canyons in the Southwest, exploring the wilds of Alaska, walking the Appalachian Trail and more.

"Our sponsorship with United Airlines grew out of our mutual passion for sharing America's treasures with the international travel community. Together, we are determined to find creative solutions that impact global travel to the United States," said Christopher Thompson, president and CEO of Brand USA. "Travel decisions are increasingly influenced by entertaining content and compelling stories. With no shortage of narratives, Brand USA and United Airlines have the right resources and marketing innovation to elevate the position of the U.S. in the worldwide travel sector."

United Airlines and United Express operate nearly 5,000 daily flights to more than 350 destinations in the U.S. and around the world. In the last two years, United has announced 26 new international routes, including nonstop service between the United States and Prague, Czech Republic; Cape Town, South Africa; Nice, France; Tahiti, French Polynesia; Naples, Italy; Palermo, Italy; Porto, Portugal; and Reykjavik, Iceland.

"At United Airlines we continue to grow our industry leading international network by adding more international capacity than any other U.S. carrier in 2019," said Mark Krolick, United's vice president of Marketing. "We look forward to collaborating with Brand USA to showcase the United States to travelers around the world."

###

MEDIA CONTACT:
Colleen Mangone
Director, Media Relations
DL: +1 202.793.6376
Mobile: +1 202.603.1543
CMangone@TheBrandUSA.com

###

About United
United's shared purpose is "Connecting People. Uniting the World." We are more focused than ever on our commitment to customers through a series of innovations and improvements designed to help build a great experience: Every customer. Every flight. Every day. Together, United and United Express operate approximately 4,900 flights a day to 358 airports across five continents. In 2018, United and United Express operated more than 1.7 million flights carrying more than 158 million customers. United is proud to have the world's most comprehensive route network, including U.S. mainland hubs in Chicago, Denver, Houston, Los Angeles, New York/Newark, San Francisco and Washington, D.C. United operates 788 mainline aircraft and the airline's United Express partners operate 560 regional aircraft. United is a founding member of Star Alliance, which provides service to 195 countries via 26-member airlines.

For more information, visit united.com, follow @United on Twitter and Instagram or connect on Facebook. The common stock of United's parent, United Airlines Holdings, Inc., is traded on the Nasdaq under the symbol "UAL."

###

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.