NEWS RELEASE

# Sunset and Coastal Living to sponsor Brand USA's giant-screen celebration of the U.S. National Park Service

*Washington, DC - January 21, 2016*

Brand USA – the destination-marketing organization for the United States – announces that Time Inc.'s Sunset and Coastal Living brands have signed on as "Proud Sponsors" of its new, 3D giant-screen film, "National Parks Adventure," which will be released in IMAX® theaters and other giant-screen venues in the United States and around the globe beginning in February.

The film is a tribute to the National Park Service's centennial anniversary this year. Narrated by Robert Redford, it features footage from 30 national parks. Brand USA collaborated with independent filmmaker MacGillivray Freeman Films to produce "National Parks Adventure." (MacGillivray Freeman has 35 giant-screen productions among its credits, including nine of the top-20 IMAX® box-office hits.)

"Sunset and Coastal Living – both highly regarded, successful media brands that reach millions of consumers– bring a vital dimension of support to the roll-out of this film," said Chris Thompson, Brand USA's president and CEO. "These are brands that frequently showcase America's natural treasures and depict the local lifestyles associated with those destinations."

With 5 million readers, Sunset covers the West's best flavors, destinations, design trends, and innovations. Coastal Living celebrates life along the coast featuring extensive coverage of U.S. destinations and beyond and reaches an audience of more than five million. The two Time Inc. media brands will provide advertising, editorial, online and promotional support for "National Parks Adventure."

During 2015, Brand USA announced global film-sponsorship agreements with Expedia Media Solutions, the advertising unit for Expedia, Inc. and Subaru of America, Inc. Sunset and Coastal Living join REI as domestic sponsors. The film additionally received financial support from the Giant Dome Theater Consortium, which also lent their giant screen expertise to the production.

"National Parks Adventure" makes its public debut Feb. 12 at science centers and museums in more than 50 cities across the United States. The film will also be shown at international venues, starting Feb. 12. Locations include theaters in Canada, Mexico, Europe, Australia, China, India and Japan.

"National Parks continue to be major draws for global visitors considering trips to the USA. Each year, approximately 300 million visitors experience the more than 400 National Park Service properties," Thompson said. "We hope our film inspires even more international visitors to these national treasures."

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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.