BRAND USA

NEWS RELEASE

REI teams with Brand USA and MacGillivray Freeman Films for giant-screen tribute to national parks

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Film set for 2016 global release

Washington, DC – Brand USA – the destination-marketing organization for the U.S. – has named REI (Recreational Equipment, Inc.) as a 'Proud Sponsor' of its new giant screen film, "National Parks Adventure," which will be released in IMAX® theaters and giant-screen cinemas in February 2016 around the globe. The film is produced by MacGillivray Freeman Films, a leader in the giant-screen documentary film industry.

"REI is well known for its dedication to the stewardship of the United States' natural treasures, such as our iconic national parks," said Christopher L. Thompson, Brand USA's president and CEO. "We're thrilled to have REI join us in partnering to promote this awe-inspiring film."

REI, a specialty outdoor retailer based in Seattle, sells outdoor recreation gear and clothing as the nation's largest consumer cooperative with more than 5.5 million active members. The company also operates REI Adventures, offering 150 customized adventure-travel itineraries, and REI Outdoor School, featuring classes and outings for outdoor activities. In addition to its online business, REI serves outdoor adventurers through its 140 stores in 33 states.

Serving as the "Official Outdoor Retailer" of the National Park Centennial celebration," REI is donating 10 percent of the retail price for each of its REI Adventures national park destinations to the National Park Foundation through 2016.

"REI is celebrating the centennial by helping to inspire outdoor adventurers to experience national parks more deeply," said Ben Steele, REI's chief creative officer. "From Denali to Grand Teton National Parks, the film depicts so many gems in the national park system and we're thrilled to connect our members and the outdoor community to this on-screen tribute."

In sponsoring "National Parks Adventure," REI will promote the film in the U.S. through its stores and digital platforms, and host special events for REI members at select locations.

Brand USA collaborated with award-winning MacGillivray Freeman Films to produce this documentary about the United States' great outdoors and to celebrate the National Parks Service centennial in 2016. MacGillivray Freeman has created 38 giant-screen productions, including nine of the top 20 box-office hits for IMAX theatres.

Actor and director Robert Redford, an avid environmentalist, has agreed to narrate the film. "National Parks Adventure" features footage shot in 30 national parks over the course of nine months.

"There is no better entertainment for conveying the full magnificence of America's national parks than the giant screen IMAX theatre format, and we look forward to bringing the film to global audiences starting next February," said Shaun MacGillivray, president of MacGillivray Freeman Films and producer of "National Parks Adventure". "REI's commitment to getting people outdoors and into nature makes them the perfect partner, and we're delighted they'll be promoting the film to the outdoor community and to their members across the country."

The Giant Dome Theater Consortium provided financial support and their giant screen collaboration with the production of "National Parks Adventure," bringing the magnificence of America's landscapes to IMAX and giant screen theaters.

“We are proud to participate in the production of the ‘National Parks Adventure’ film for its worldwide release," said Mike Day, Senior Vice President at the Science Museum of Minnesota, and Chair of the Giant Dome Theater Consortium of U.S. museums. “Our consortium of science museum giant dome screens, the most unique screens in the world, share REI's dedication to, and stewardship of, our natural world, and are eager to inspire audiences to the great outdoors with the exhibition of this film."

Brand USA previously announced that Expedia Media Solutions, the advertising unit of the Expedia group, as the first global sponsor and exclusive online travel activation partner for documentary. Expedia, Inc., runs an online-travel company that operates through 150-plus travel-booking sites in more than 70 countries.

“National Parks Adventure” is a MacGillivray Freeman Film presented by Expedia in association with Brand USA with support from the Giant Dome Theater Consortium.

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About Brand USA

Brand USA, the destination marketing organization for the United States, was established by the Travel Promotion Act to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and to communicate U.S. entry/exit policies and procedures to worldwide travelers. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. With a mission of increasing international visitation to the United States, Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include creating jobs essential to the economy and fostering understanding between people and cultures. Brand USA’s activities are funded at no cost to U.S. taxpayers through a combination of private-sector investment and matching funds collected by the U.S. Government from international visitors who come to the U.S. under the Visa Waiver Program. Through its call-to-action—Discover America—Brand USA inspires travelers to explore the United States of America’s boundless possibilities.
For industry or partner information about Brand USA, visit www.TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA’s consumer website at www.visittheusa.com.

About REI

REI is a specialty outdoor retailer, headquartered near Seattle. The nation’s largest consumer co-op, REI is a growing community of 5.5 million active members who expect and love the best quality gear, inspiring expert classes and trips, and outstanding customer service. REI has 140 stores in 33 states. If you can’t visit a store, you can shop at REI.com, REI.com/outlet or the free REI shopping app. REI isn’t just about gear. You can take the trip of a lifetime with REI Adventures, a global leader in active adventure travel that runs 150 custom-designed itineraries on every continent. REI’s Outdoor School is run by professionally-trained, expert-instructors who teach beginner- to advanced-level courses about a wide range of activities. To build on the infrastructure that makes life outside possible, REI invests millions annually in hundreds of local and national nonprofits that create access to–and steward–the outdoor places that inspire us.

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

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 The Giant Dome Theater Consortium

The Giant Dome Theater Consortium (GDTC) incorporated in 2010 to foster educational film production for the most unique theaters in the world. The GDTC facilitates film production through financial support, and encourages the use of technical standards that maximize the experiential impact of the giant dome screen. Member institutions of the GDTC are Cincinnati Museum Center; Discovery Place, Inc., Charlotte; Museum of Science, Boston; Museum of Science and Industry, Chicago; Reuben H. Fleet Science Center, San Diego; Science Museum of Minnesota and the St. Louis Science Center.

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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.