NEWS RELEASE

Corporation for Travel Promotion Holds First Public Board Meeting

DALLAS - January 06, 2011

The Board of Directors for the Corporation for Travel Promotion held its first public meeting of 2011 in Texas. At the meeting, members of the board and local industry representatives discussed the early-stage development of what eventually will be a $200 million program to attract more foreign visitors and spending to the United States.

About the Corporation for Travel Promotion

The Corporation for Travel Promotion is a nonprofit corporation created by Congress for the purpose of promoting foreign leisure, business and scholarly travel to the U.S. President Obama signed the program into law in 2010 and the CEO was named in May 2011. Once it is fully implemented, the entity will have a budget of up to $200 million. The program will be responsible for using advertising and other marketing tactics to help increase visitation and visitor spending in the U.S.

For more information about the Corporation for Travel Promotion, please visit

www.CorporationForTravelPromotion.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.