NEWS RELEASE

Brand USA Named Official Tourism Partner for World Routes 2013

Washington, DC - June 12, 2013

Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts, today announced an agreement to serve as official tourism partner for *World Routes Development Forum*, the world's largest airline conference, October 5-8.

Through this exclusive sponsorship, Brand USA will reach airlines, airports and tourism authorities from 125 countries increasing visibility and awareness through branding and networking opportunities, editorial coverage, speaking engagements and digital media outreach.

"With the exception of our border countries- Mexico and Canada- all international travelers to the U.S. fly. *Routes* provides Brand USA a platform for Air Team USA to engage with key influencers and stakeholders in the aviation industry," noted Chris Thompson, President and CEO for Brand USA. " Brand USA's new initiative, Air Team USA, was created to give U.S. suppliers the ability to reach the airline industry through cooperative partnerships. As a result of these collective efforts, U.S. suppliers have the opportunity to participate in international aviation events like World Routes Development Forum, which may have otherwise been cost prohibitive."

Air Team USA will develop cooperative opportunities to engage tour operators, travel agents and consumers with programs that will increase seat sales and ultimately visitation to the US. Air Team USA will work directly with domestic and international airport as well as their local tourism authorities to maximize airline efficiency for flights to and from the USA.

Alfredo Gonzalez, vice president, global partnership development for Brand USA added, "I've participated in Routes since 2002 and I found it to be the best opportunity to engage with airlines. It is one of the few platforms today where you have the chance to sit one-on-one with carriers all over the world and discuss route development."

"UBM Routes are especially delighted to welcome Brand USA as the Official Tourism Partner of this year's event in Las Vegas. It is especially fitting as this is the first World Routes to be held in the United States," said Gerard Brown, International Tourism Development Director for UBM Routes. "The airports, airlines, tourism authorities and CVB's of the United States have used Routes events to drive new air services for many years and this new partnership with Brand USA will only serve to increase the positioning of the US globally within the air service development community."

About Routes

The Routes business is focused entirely on aviation route development and the company's portfolio includes events, media and online businesses. The company organizes and operates world-renowned airline and airport networking events through its regional and World Route Development Forums. They are held in key markets throughout the year in Asia, Africa, Europe, the Americas and the CIS.

Routes was founded in 1995 as part of the Manchester UK?based ASM Ltd., a consultancy specializing in the field of route development for airports. Routes and ASM were acquired by UBM Aviation Worldwide Ltd in August 2010. From 1st August 2012 Routes, ASM and the Airport Cities Conference and Exhibition become part of the UBM Live division of UBM plc.

UBM Live connects people and creates opportunities for companies across five continents to develop new business, meet customers, launch new products, promote their brands and expand their markets. Through premiere brands such as MD&M, CPhI, IFSEC, TFM&A, Cruise Shipping Miami, the Concrete Show, the Routes portfolio of events, Airport Cities and many others, UBM Live exhibitions, conferences, awards programs, publications, websites and training and certification programs are an integral part of the marketing plans of companies across more than 20 industry sectors.

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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.