NEWS RELEASE

Brand USA and Cirque du Soleil Unveil “USA LIVE ENTERTAINMENT”

Washington, DC - June 10, 2013

Brand USA is proud to announce a partnership with *Cirque du Soleil*. *Cirque du Soleil* is known for providing a world-class entertainment experience reaching millions of fans around the world. Brand USA has developed an innovative partnership leveraging the creative assets of *Cirque du Soleil* along with its loyal customer following to generate excitement about entertainment as a major destination motivator for international travelers.

Utilizing the global mandate of Brand USA to promote international travel from strategic markets around the world, Brand USA will design, develop and implement a new communication initiative called “USA LIVE ENTERTAINMENT”. This platform will provide an opportunity for USA outbound travel providers from around the world to expand their USA product offerings by utilizing iconic USA brands and entertainment experiences by featuring the best in class concerning: theatrical productions, concerts and professional sports.

“Brand USA is the premier travel destination marketing organization for the USA and it’s only fitting that we partner with one of the most recognizable entertainment brands in the world, *Cirque du Soleil*, as the inaugural partner for ‘USA Live Entertainment’, “ said Chris Thompson, president and CEO for Brand USA. “Our partnership with *Cirque du Soleil* will be strategically integrated into select markets and communication platforms starting from the fourth quarter of 2013. The program will develop over the next year with both trade and consumers as we continue to develop and roll out our ‘USA Live Entertainment’ platform.”

The first of many anticipated partners in the ‘USA Live Entertainment’ platform, *Cirque du Soleil* will be featured primarily in the trade markets through international trade shows, training programs, familiarization tours and direct promotions for retail to tour operators.

“As a premiere live entertainment company, *Cirque du Soleil* shows are a must see experience for guests visiting the USA. Our nine permanent shows and ten touring shows are based upon universal themes that appeal to all audiences,” said Jerry Nadal, Senior Vice President of the Resident Shows Division of *Cirque du Soleil*. “*Cirque du Soleil* is very proud to be a partner with Brand USA through this innovative initiative to leverage USA Live Entertainment. We hope our global brand and international fan base can help bring international visitors to the United States.”

About Cirque du Soleil

From a group of 20 street performers at its beginnings in 1984, *Cirque du Soleil* is now a major Quebec-based organization providing high-quality artistic entertainment. The company has 5,000 employees, including more than 1,000 performing artists from close to 50 different countries.

Cirque du Soleil has brought wonder and delight to more than 100 million spectators in more than 300 cities in over forty countries on six continents.

For more information about *Cirque du Soleil*, visit www.cirquedusoleil.com. To find out more about the ONE DROP Foundation, visit www.onedrop.org.

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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.