NEWS RELEASE

Brand USA Announces In-Market Representation Firm for Brazil

Washington, DC - December 12, 2013

Brand USA, the public-private partnership responsible for launching the United States' first-ever nationally coordinated tourism-marketing effort, has named Ogilvy Public Relations as its agency of record in Brazil. With offices in Brasília and São Paulo, Ogilvy PR will provide ongoing travel trade outreach and implement promotional initiatives to increase international visitation to the United States from Brazil. The scope of work includes trade and media management with specific focus on a strategic mix of travel trade relations, global media relations, digital communications, event management and public affairs.

Ogilvy PR has had a presence in the Latin American market for nearly a decade. The team specializes in travel trade promotion, industry relations, media relations, event support, social media and sponsorships, among other activities. As directed by Brand USA, Ogilvy PR will apply their market expertise and industry knowledge to increase travel and generate awareness of the U.S. as a destination of choice in Brazil.

"Brazil continues to show steady growth in both visitation and spend for inbound travel to the U.S." said Alfredo Gonzalez, Senior Vice President of Global Market Development for Brand USA. "We set out to find a partner in market that has a deep understanding of the changing trade and media landscape to help us create and execute an innovative campaign that can effectively communicate the narrative of Brand USA. We were impressed by the breadth and depth of the Ogilvy PR network of global media strategists as well as digital communications and branding experts around the world."

Brand USA is focused on markets that supply international travel to the United States and according to the Department of Commerce, Brazil posted a double digit-growth rate in 2012 with 1.79 million travelers visiting the U.S., up 19%; resulting in $9.3 billion in visitor spending. This performance marks the ninth consecutive year of increased spending and the third consecutive record for arrivals.

"We are excited to officially launch Brand USA in the Brazilian market. Brazil is an exciting and emerging market that will be a key driver for U.S. tourism as Brand USA aims to reach 100 million tourists by 2021," said Jennifer Risi, Executive Vice President of Ogilvy PR's Media Influence Group. "We are proud to partner with Brand USA and look forward to leveraging our nation branding experience on their behalf."

About Ogilvy Public Relations

Ogilvy Public Relations (Ogilvy PR) is a global, multi-disciplinary communications leader operating in more than 85 offices across six continents. In 2012, Ogilvy was named Cannes Lions Network of the Year and Most Effective Agency Network by the Effie Global Effectiveness Index, named Public Affairs Consultancy of the Year by the Holmes Report, won Consumer Consultancy of the Year in Asia Pacific (Holmes Report), and won the WPP global, top award (WPPed Cream, Crème de la Crème) for the fifth time in six years. Ogilvy PR integrates deeply with all Ogilvy & Mather disciplines (advertising, direct marketing, activation, promotional, digital and entertainment) through the proprietary Ogilvy Fusion™ approach to delivering comprehensive, business solutions through content creation, community building, and communications with measurable results. Ogilvy PR is a unit of Ogilvy & Mather, a WPP company (NASDAQ: WPPGY), and one of the largest marketing communications companies in the world. For more information, visit our website at www.ogilvypr.com or follow us on Twitter at @ogilvypr.

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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.