BRAND USA

NEWS RELEASE

Brand USA launches new advertising campaign

Washington, DC - February 01, 2013

Brand USA, the new tourism marketing body for the United States of America, will launch the next phase of the global campaign 'Land of Dreams' in the UK on 1st February.

The campaign will launch in partnership with British Airways and will include 60- and 30- second TV advert spots, supported by digital, out of home and print elements. Showcasing the diversity of experiences available in the United States in a fresh and unexpected light, the campaign invites visitors to "Discover this land, like never before".

The 345 TVR campaign will run until 4th March 2013 and Brand USA will also extend the campaign in the UK through strategic partnerships with tour operators and airlines.

Chris Thompson, Brand USA CEO, said "Our goal is nothing short of rekindling the world's love affair with the USA. We want to spread America's message of welcome around the world and invite travellers to experience the limitless possibilities the United States has to offer."

Rosanne Cash, daughter of American music legend Johnny Cash and Grammy award- winning singer/songwriter, composed the original song, 'Land of Dreams', to serve as the heart of the campaign, produced by JWT. The advertisements feature Cash playing the song under New York's Brooklyn Bridge accompanied by musicians from around the world, as well as featuring many usual and unusual attractions and experiences from across the USA.

The inaugural wave of Brand USA advertising launched on 1st May 2012 in the United Kingdom, Japan and Canada, and lasted for three months resulting in a 14% increase in the intention to visit the United States of America from a UK audience.

'Land of Dreams' is available for free download at DiscoverAmerica.com.

Brand USA's objective is to rekindle the holidaymakers' love affair with America – reclaiming the USA's share of the international market and positioning the country as a diverse destination still to be explored. Through its consumer call to action - DiscoverAmerica.com - Brand USA encourages travellers to explore the United States of America. The new consumer website features 250 inspiring travel ideas, highlights of U.S. destinations, plus essential entry information travellers need to know.

Discover this land, like never before at DiscoverAmerica.com About Brand USA

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Notes to editors:

- ? 'Land of Dreams' is available for free download at DiscoverAmerica.com
- ? Imagery and TVC downloads are available at http://industry.thebrandusa.co.uk/downloads.php
- ? The media plan and purchase was completed by Black Diamond

- ? Country-specific social media pages:

Facebook: http://www.facebook.com/DiscoverAmericaUK
Twitter: https://twitter.com/discoverUSAuk
YouTube: http://www.youtube.com/discoveramerica

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“Being one of the most powerful countries in the world, the USA has always been a dream of mine to ride around. It was amazing to take a trip down memory lane and re-visit the place where Deliverance was filmed, and I have been lucky enough to experience some of the most exhilarating adventures I’ve ever been on! People always talk about how amazing Southern hospitality is and they’re not wrong, we met some fascinating people on this journey with such interesting stories.” - Charley Boorman

“This has been such an incredible adventure! I’m still amazed that we managed to take the rain with us from England to Death Valley – one of the driest and hottest places on Earth!” - Russ Malkin

From herding bulls in Texas and cliff camping at 11,000ft in Colorado, to racing across the Bonneville Salt Flats, camping out in Death Valley and braving a storm on Tall Ship Alabama in Boston, Charley Boorman’s USA Adventure will give viewers an insight into the amazing characters, challenging adventures, wild landscapes and rich history that makes up the United States of America.

Charley’s engaging personality and ability to connect with the viewers, alongside exceptional HD cinematography captures his adventure, and enables the viewer to gain a fresh and positive insight into the USA.

Charley Boorman’s USA Adventure will air in November 2013 on Channel 5, in a 4x 1hr series. For more information on the show, please visit www.extremefrontiers.co.uk or follow the adventure @extremefrontier #EFUSA.

To celebrate the television series, adventure specialists Round the World Experts will be running a competition to win an incredible journey across the USA. Further details will be available on the Channel 5 website.

Discover this land, like never before at DiscoverAmerica.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.