NEWS RELEASE

Donald Richardson named Chief Financial Officer of Brand USA

Washington, DC - May 02, 2013

Brand USA, the public-private partnership responsible for launching the United States' first-ever nationally coordinated tourism marketing effort, today announced Donald Richardson has joined the organization as chief financial officer. In this critical leadership role, Richardson is responsible for developing and leading the financial strategy for the organization in a way that is responsive to Brand USA's key stakeholders, ensures compliance with policies and operating controls, and enables the organization to make strategic decisions and accurately measure performance and return on investment of its core initiatives.

With over 30 years of professional experience in accounting, financial management, automated systems and information technology trends, Richardson has demonstrated technical, management, and programmatic capabilities in all facets of business process engineering, organizational design, strategic planning and systems implementations.

"We are honored to have Don join our team," said Chris Thompson, president and CEO of Brand USA. "Over the course of his exemplary career, he has provided clients with superior leadership during critical growth and transition phases, including hiring professional and technical staff, developing strategic plans, implementing effective management information systems, and directing complex projects."

A former partner with KPMG, Richardson was responsible for spearheading service delivery to several non-Department of Defense (DoD) U.S. government agencies, including the Executive Office of the President, the Office of Personnel Management (OPM), the Sergeant at Arms of the Senate, the Pension Benefit Guaranty Corporation, and the Department of Agriculture. Following the spinoff of KPMG to BearingPoint, a management and technology-consulting firm, Richardson served as managing director and partner. In his capacity with both organizations, he provided IT and operational services to a variety of governmental clients and was responsible for market development, service delivery and profit/loss management.

Richardson currently serves on the boards of the DC Public Library Foundation, the YMCA of Metropolitan Washington, the District of Columbia Urban League Finance Committee, and the Shiloh Baptist Church. He has also served as a director on the DC Board of Accountancy (Vice Chair), Wolf Trap Associates (Treasurer), Studio Theatre, and the Whitman Walker Clinic.

A Certified Public Accountant, Richardson earned his Bachelor of Arts degree in Accounting from Appalachian State University.

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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.