NEWS RELEASE

Brand USA announces launch of consumer marketing campaign in Germany to increase travel and tourism to the United States

Berlin, Germany - March 07, 2013

Brand USA, the new tourism marketing body for the United States of America, announced today that it will launch its international travel and tourism campaign in Germany beginning in November. The fully integrated campaign (comprised of TV, digital, out-of-home, and print advertising) will showcase the diversity of experiences available in the United States and invite consumers in Germany to "discover this land, like never before." The campaign will run initially for two months during a peak travel planning period in Germany from mid-November 2013 through mid-January 2014. In addition, Brand USA will extend the campaign in Germany through strategic partnerships with the travel trade industry.

"We want to spread America's message of welcome around the world and invite travelers to experience the limitless possibilities the United States has to offer," said Christopher L. Thompson, president & CEO of Brand USA, who announced the campaign at ITB Berlin, the world's leading travel trade show, held each March in Berlin, Germany. The event attracts more than 170,000 visitors including 113,000 representatives from all sectors of the travel trade (tour operators, booking engines, destinations, airlines, hotels, and car rental companies) and 11,000 represented organizations from 180 countries.

Rosanne Cash, Grammy award-winning singer/songwriter, and daughter of American music legend Johnny Cash, composed an original song, "Land of Dreams," to serve as the heart of the campaign's TV advertisements. 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 significant increase in intent to travel to the United States of America from those markets (12% in Canada, 14% in the United Kingdom, and 14% in Japan).

Brand USA's objective is to rekindle the world's love affair with America – reclaiming the USA's share of the international market by positioning the country as a diverse destination to be discovered again and again. Through its consumer call to action - DiscoverAmerica.com - Brand USA encourages travelers to explore the United States of America.

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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.