NEWS RELEASE

Brand USA and Orbitz Worldwide Partner to Promote U.S. Destinations to International Visitors

Chicago - October 30, 2012

- Brand USA Sponsorship Integrated throughout the Updated ebookers Explorer app for iPad

Leading global online travel company Orbitz Worldwide (NYSE: OWW) has launched a partnership with Brand USA in support of the nation's first global marketing effort to promote the United States as a premier travel destination. As part of this collaboration, ebookers – a member of the Orbitz Worldwide portfolio of consumer travel brands –today launched an updated version of the award-winning ebookers Explorer app for iPad that prominently features Brand USA sponsorship for all U.S. destinations and introduces new features designed specifically for the iOS 6 mobile operating system.

Through the partnership, Orbitz Worldwide will provide significant in-kind media support to Brand USA—directly supporting Brand USA's marketing strategies to incrementally increase international visitation to the United States in order to support economic growth and job creation. The U.S. tourism and travel industry is a substantial component of U.S. GDP and employment, with international travel to the United States supporting 1.2 million jobs alone. The travel and tourism industry projects that more than 1 million American jobs could be created within 10 years if the U.S. increases its share of the international travel market.

In addition to supporting the U.S. economy, U.S. travel brands and destinations partnering with Brand USA maximize their international marketing reach when they choose to advertise on leading Orbitz Worldwide sites including Orbitz.com, CheapTickets, ebookers and HotelClub – which are accessed by millions of customers outside the U.S. each year.

"Advertising on Orbitz Worldwide sites provides a valuable opportunity for U.S. destinations and travel brands to extend their reach in the international marketplace and exponentially increase their exposure," said Josh Winkler , vice president of partner marketing for Orbitz Worldwide. "Orbitz Worldwide maximizes the marketing spend of Brand USA's industry partners looking to attract international travelers, and we look forward to providing U.S. advertising partners with even greater return on their investment – as well as the potential for greatly increased travel to their regions."

The updated ebookers Explorer app for iPad, which debuts today with Brand USA sponsorship integrated for all U.S. destinations, includes several new features, some designed specifically for iOS 6: ?

- Integration of TripAdvisor content, including restaurants, tours and attractions, and foursquare content such as arts & entertainment, food, shops & services, nightlife and the great outdoors ?
- Apple Maps integration, adding a new dimension to content browsing and interaction ?
- Native iOS integration of Twitter, Facebook and iMessage, making it easier for users to share content found on the ebookers Explorer app ?
- Over 20 additional upgrades designed to improve the user experience and search functionality

"To encourage increased international visitation to the United States and to grow America's share of the global travel market, Brand USA sought an innovative marketing partner that could leverage new cross-platform media programs," said Jiri Marousek , director of digital media for Brand USA. "We found that partner in Orbitz Worldwide and look forward to integrating their innovations into our promotion of the U.S. as a premier travel destination." "Orbitz Worldwide is based in the U.S. and operates in over 140 countries that speak 16 different languages, so we connect directly with the broad international audience that Brand USA and its partners want to reach," added Winkler. "We look forward to working with Brand USA in making the United States the premier travel destination for visitors from around the world."

About Orbitz Worldwide

Orbitz Worldwide is a leading global online travel company that uses innovative technology to enable leisure and business travelers to research, plan and book a broad range of travel products. Orbitz Worldwide owns a portfolio of consumer brands that includes Orbitz, CheapTickets, ebookers, HotelClub, RatesToGo, and the Away Network. Also within the Orbitz Worldwide family, Orbitz Worldwide Distribution delivers private label travel solutions to a broad range of partners including many of the world's largest airlines, and Orbitz for Business delivers managed corporate travel solutions for corporations. Orbitz Worldwide uses its Investor Relations website to make information available to its investors and the public at http://investors.orbitz.com. You can sign up to receive email alerts whenever the company posts new information to the website.

###

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.