BRAND USA

NEWS RELEASE

Brand USA Welcomes the Appointment of Marriott President & CEO Arne Sorenson to the Board of Directors

Washington, DC - September 13, 2012

- Announcement made by the Acting Secretary of Commerce Dr. Rebecca Blank

The Board of Directors of Brand USA today welcomed the announcement by Acting Secretary of Commerce Dr. Rebecca Blank that Arne M. Sorenson, president and CEO of Marriott International, Inc., has been appointed to the board of the Corporation for Travel Promotion. The Corporation for Travel Promotion, which does business as Brand USA, was established by the Travel Promotion Act to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and communicate U.S. entry/exit policies and procedures. The Act was signed into law by President Obama in March 2010.

"As president and CEO of Marriott International, Inc., Arne brings a wealth of experience and insights to the Brand USA board," said Caroline Beteta, chair elect of the board and president and CEO of Visit California. "Marriott is a leading global lodging company with more than 3,700 properties in 74 countries and territories, and Arne's lodging company leadership and vast international experience will be especially valuable as Brand USA continues its work to market the United States as the world's premier travel destination."

In addition to Sorenson's appointment, the reappointments of three other board members were also announced. The newly appointed and reappointed members include: ?

- Arne Sorenson, President and CEO, Marriott International, Inc. *(new appointment)*
- Caroline Beteta, President and CEO, Visit California *(reappointment)?*
- George Fertitta, CEO, NYC & Company *(reappointment)*?
- Roy Yamaguchi, Owner and Chef, Roy's Restaurant*s (reappointment)*

The CTP Board of Directors represents various regions of the United States and each member has expertise and experience in specific sectors of the travel and tourism industry.

In making the announcement, Blank noted, "International visitors to the United States play a critical role in creating jobs here in the U.S., boosting both our regional and national economies." "We are working to meet the President's goal of doubling travel and tourism exports and achieving the goals developed for the National Travel & Tourism Strategy. Having this diverse and talented group of industry leaders on the Board will help strengthen our ability to promote the U.S. has a top tourist destination," Blank added in the announcement.

The work of Brand USA through the Travel Promotion Act helps enhance the global competitiveness of America's robust travel and tourism industry, which employs 7.5 million and is a critical source of export strength. In the first half of 2012 alone, international visitors have spent an estimated $82.2 billion on U.S. travel and tourism-related goods and services, an increase of 11 percent when compared to the same period last year. President Obama's National Travel and Tourism Strategy, which was announced earlier this year, aims to increase these numbers with a goal of attracting more than 100 million international tourists per year by 2021, visitors that would spend an estimated $250 billion per year, supporting more jobs and spurring economic growth in communities across the country.

"I know I speak for all of us who serve on the Brand USA board that we are passionate advocates of Brand USA's mission, and are dedicated to doing all we can to support our country's economic growth through the power of travel," Beteta added.

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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.