BRAND USA

NEWS RELEASE

GoUSA TV to Launch New Programming on Connected TV Travel Entertainment Channel

DENVER, COLORADO - May 21, 2018

Brand USA's connected TV network reaches 3 million views in first three months

Brand USA, the destination marketing organization for the United States, announced today upcoming programming for GoUSA TV, a first-of-its-kind connected TV network available on Roku, Apple TV, and Amazon Fire. GoUSA TV features best-in-class created, curated, and licensed video content to inspire and invite international travelers to visit the USA. Since its soft launch in February 2018, the travel entertainment channel has already garnered 3 million views.

Built as the definitive source for international travelers to find real, authentic, and on-demand video content about travel experiences in the USA, GoUSA TV offers a rich library of single episode and episodic content through short, medium, and long-form videos. Currently, audiences can access a wide array of experiences across four different categories, including the Great Outdoors, Road Trips, Food & Drink, and Culture & Events. The streaming channel's new programming will feature original programs that explore passion points including unique American road trips and music.

"GoUSA TV provides Brand USA with a global platform to share America's amazing experiences in a way that is relevant, engaging, and real," said Tom Garzilli, Brand USA's chief marketing officer. "The quick success of GoUSA TV proves there is an incredible appetite for high-quality video content for viewers to access on demand. There's much more to come as we continue to enrich GoUSA TV's offerings and create content and storytelling that connects travelers to all the travel experiences the USA has to offer."

GoUSA TV's lineup offers everything from quick, snackable content to immersive, lean in and lean back viewing moments. Here's a closer look at the upcoming and current programs:

Upcoming Releases

- **Roadfood™** – Roadfood is America's foremost authority on authentic food-travel storytelling, revealing hidden gems and iconic American dining experiences. Founded by Jane and Michael Stern, Roadfood discovers unique American culinary experiences as an expression of local culture.
- **American Sound™** – American Sound uses music as a lens to showcases the diversity of music and culture in cities across the United States. Each episode features one classic American song interpreted by five musicians, working in a distinct genre in five different cities. The artists take us on personal tours of their cities – sharing the landmarks and offbeat gems that inspire their creativity.

Now Playing

- **For the Love of Music:** The Story of Nashville – From the Fisk Jubilee Singers in the 1870s, to Hank Williams, Patsy Cline, and Johnny Cash, Nashville has evolved into a premiere musical city. The Music City's evolution continues today with The Black Keys, Kings of Leon, and others. This documentary tells Nashville's story through the eyes of the musicians, songwriters, producers, and artists who live there.
- **Turning Tables** – Learn what happens when food and music come together. Turning Tables pairs one of Seattle's best chefs with one of the city's most notable musicians to create a remarkable dining experience. It's a food pairing unlike any other.

Go USA TV will continue to enrich its programming content and expand its library to feature more themes and formats, including series and films. In 2019, GoUSA will also launch mobile applications for IOS and android smartphones, including Google Chromecast.

###

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.