NEWS RELEASE

GoUSA TV to Sponsor London Games Kickoff Concert as Part of Brand USA's NFL Partnership

LONDON - October 08, 2018

The thrill of American sports, music, and culture highlighted with concert by Grammy Award winner Jess Glynne and exciting events throughout the London Games

The National Football League (NFL) announced that GoUSA TV will present the London Games Kickoff Concert as part of its sponsorship of the NFL London Games. The concert will feature Grammy Award-winning singer-songwriter Jess Glynne and is part of a one-of-a-kind fan experience highlighting how music, sports, food, and tradition continue to shape American culture and travel. The London Games Kickoff Concert presented by GoUSA TV will take place Oct. 14 at Wembley Stadium.

GoUSA TV is Brand USA's streaming TV channel that inspires travel to the United States. It is the go-to channel and definitive source to find real, authentic, and on-demand video content about travel experiences in the USA. The GoUSA TV London Games sponsorship kicked off in September with a day-long fan fest in Piccadilly Square, which showcased how Londoners of all ages can follow their favorite NFL teams and experience new American cities.

Jess Glynne will take the stage before the Seattle Seahawks and Oakland Raiders meet in the first of the NFL's three regular-season games. Glynne has captivated fans around the world with her powerful vocals which combine elements of pop, soul, R&B, and house music. She has sold more than 13 million singles worldwide and her debut album released in 2015, "I Cry When I Laugh," sold more than 1 million copies in the UK alone.

"Tailgates, touchdown celebrations, and iconic halftime shows have two things in common – football and music, which is why the London Games Kickoff Concert presented by GoUSA TV is the perfect complement to this year's partnership with the NFL," said Christopher L. Thompson, president and CEO of Brand USA. "Brand USA is excited to invite UK fans to explore GoUSA TV programming to learn unique aspects of any one of the NFL's 32 team cities, then come visit and experience it all first-hand."

Alistair Kirkwood, Managing Director of NFL UK, added, "We are delighted to continue our partnership with Brand USA and support their mission to encourage people from around the globe to explore and experience all that the United States has to offer. GoUSA TV is a great brand that helps us to deliver an exciting and entertaining experience for all NFL fans."

The Seahawks-Raiders game will air live on BBC Two at 5:30 PM and on Sky Sports at 5:00 PM, with live coverage in the Unted States on FOX.

Since 2013, Brand USA's partnership with the NFL has become a touchstone moment to promote the United States as a world-class travel destination. GoUSA TV is a leading sponsor of the regular season International Series games on Oct. 14, 21, and 28. All games will take place at Wembley Stadium and this year's matchups include:

- The Oakland Raiders will host the Seattle Seahawks on Sunday, Oct. 14.
- The Los Angeles Chargers will host the Tennessee Titans on Sunday, Oct. 21.
- The Jacksonville Jaguars will host the Philadelphia Eagles on Sunday, Oct. 28.

GoUSA TV creates an opportunity for consumers and potential travellers alike to experience the USA in all new ways via Roku TV, Apple TV, and Amazon Fire TV. Audiences can access a wide array of content across four different categories, including the great outdoors, road trips, food & drink, and culture & events. The streaming channel will soon unveil original programs that explore passion points, including unique American road trips and music. Additionally, Brand USA will launch GoUSA TV as an iOS and Android app this fall, where viewers can discover more about America's rich culture and the diversity of experiences the USA has to offer.

###

About GoUSA TV
Because every place has a story. Imagine a channel that features a constant source of authentic, compelling, and entertaining travel stories from across the USA. GoUSA TV is the premier destination to discover all the possibilities the USA has to offer told from the diverse perspectives of real people. Welcome to GoUSA TV.

GoUSA TV is powered by Brand USA, the destination marketing organization for the United States, and available on Roku, Apple TV, and Amazon Fire TV.

###

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.