NEWS RELEASE

Brand USA Taps Carroll Rheem for Top Research Position

May 22, 2013

Washington D.C. –Today, Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through cooperative marketing and promotional efforts announced the appointment of Carroll Rheem as Vice President, Research & Analytics.

"We are pleased to have such an accomplished research analyst join the Brand USA team," said Chris Thompson, Brand USA CEO. "Carroll's extensive experience will support our efforts to provide our partners with the intelligence and analytics necessary to measure Brand USA's success."

Prior to Brand USA, Rheem served as principal analyst for PhoCusWright, a wholly owned subsidiary of Northstar Travel Media and the global travel industry research authority on how travelers, suppliers and intermediaries connect. During her five years with PhoCusWright, she held positions of increasing responsibility, culminating in her heading the organization's consumer research practice.

Thompson added, "Carroll has a keen understanding of the wide variety of cultural and commercial factors that are driving global travel patterns which will bode well for Brand USA and our partners."

Of her many successes, Rheem launched *PhoCusWright's Consumer Travel Report* series and worked to establish PhoCusWright as the research authority on how consumers around the world make travel decisions. In addition to consumer research, she contributed market sizing and forecasts that serve as the travel standard for strategic planning. A noted industry expert and author, Rheem is a sought after speaker and is quoted frequently in consumer and trade media.

Prior to PhoCusWright, Rheem spent six years working for Starwood Hotels and Resorts Worldwide in various positions encompassing hotel operations, sales and global online distribution.

Rheem earned her Master of Management in Hospitality from Cornell University and her Bachelor of Arts in economics from New York University.

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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.