

BRAND USA
OPEN TO THE PUBLIC
MEETING
OF THE BOARD OF DIRECTORS

June 14, 2012

A public meeting of the Board of Directors (the “**Board**”) of The Corporation for Travel Promotion d/b/a Brand USA (the “**Corporation**” or “**Brand USA**”) was held today in Washington, DC and via teleconference for the public commencing at 3:00 p.m. EDT. The following members of the Board participated in the meeting:

Stephen J. Cloobek, Chairman
Caroline Beteta, Vice Chair
Randy Garfield (via phone)
Daniel Halpern
David Lim
Mark Schwab (via phone)
Diane Shober

George Fertitta, Tom Klein, Roy Yamaguchi and Lynda Zengerle were not in attendance. Also in attendance was Robyn Mandel, Esq. of the law firm of Katten Muchin Rosenman LLP. Attending from Brand USA were Jim Evans, Chris Perkins, Paul Cerula, Nadia Moore, Joel Secundy and Anne Madison. Ms. Mandel served as recording secretary. There being a quorum present, Chairman Cloobek called the meeting to order.

I. Chairman’s Update

The Chairman of the Board noted that during a closed Board meeting, the Board voted by unanimous approval of those present at the meeting to elect current Vice Chair Caroline Beteta as Chair-Elect effective immediately and to become Chairman of the Board at the end of Chairman Cloobek’s term. Chairman Cloobek will work with the Chair-Elect to facilitate a smooth transition in leadership. The Chairman asked Management to work very closely with Caroline Beteta over the next few months to effectuate the transition.

Chairman Cloobek observed that the Board Members had approved the Board meeting minutes for the closed and public meetings held on December 14, 2012 and March 1, 2012. The public meeting minutes are available on the website.

II. Management’s Update

CEO Jim Evans discussed the success of International Pow Wow (April 21-25, Los Angeles), including the extensive exposure and great contacts made by Brand USA there. The

Corporation is working on FY2013 objectives, marketing plan and budget, which will be submitted to Department of Commerce by August 1 as required by the Travel Promotion Act. The standard process allows for the Department of Commerce to review and request any additional detail or clarification on the documents following the August 1 submission. Focus of Brand USA is currently on growing partnerships and market representation. Management will report on the progress of marketing campaign in the launch markets of Canada, Japan, and the United Kingdom at the next meeting.

Chief Marketing Officer Chris Perkins reported on the Corporation's marketing activities. The marketing advisory group met and reviewed the recommended FY2013 marketing plans and objectives. Brand USA continues to focus on partnerships, developing co-op marketing opportunities and expanding the range of options to include online, print and social media. A group of industry experts is advising the Corporation on additional ways to represent the entirety of the industry. The Corporation intends to expand the utility of DiscoverAmerica.com for industry partners and travelers.

Early indications from the three markets where Brand USA has a presence is that the marketing is driving results as intended—from intent to visit to consumer sentiment to engagement—and it appears that many of the visitors to the DiscoverAmerica.com website are first-time travelers to the United States.

Pre-market research is done for the initial three markets, which will set a baseline and allow Brand USA to evaluate the market on a quarterly basis. Participating partners will be able to access a digital dashboard where such research will be available on the DiscoverAmerica.com website in the next iteration of the website.

Chief Business Development Officer Paul Cerula reported that International Pow Wow created strong industry engagement in Brand USA, which has created a lot of momentum and will give Brand USA a strong finish to FY2012. The Corporation has been following up with contacts from the show and leveraging Brand USA's success at the show. A global representation network is being created and representation firms in Japan and Korea and Brazil have been hired. The plan is to aggressively engage representation firms in Asia, Europe and Latin America.

Trade shows and missions are a critical component to Brand USA's success. ITB Berlin was successful and Brand USA got a lot of positive feedback. There are several trade shows on the calendar this year where Brand USA will have a presence. A calendar of trade shows will be posted on the Brand USA website (www.thebrandusa.com). Specifically, Brand USA is working on establishing a presence at trade shows in Japan, Shanghai and Mumbai, and it appears Brand USA's participation will result in increased attendance over last year.

Vice President of Strategic Outreach Joel Secundy recognized and thanked the State Department, a key federal partner of Brand USA. Chairman Cloobek asked Mr. Secundy to work with the State Department on an aggressive plan to increase travelers to the U.S. Brand USA is working with the State Department to have materials available to international travelers to promote travel to the U.S. at embassies, etc. This collaboration has led to increased traffic to www.DiscoverAmerica.com. The State Department is 1 of 2 top referrals to

DiscoverAmerica.com. The Corporation continues to work with Department of Homeland Security, Customs and Border Protection and the Department of the Interior. Joel summarized the Corporation's outreach plans, which include working to enhance stakeholder awareness, continuing to support and develop relationships with government partners, and creating a more welcoming environment for international travelers.

CEO Evans encouraged convention and visitors bureaus to reach out to Brand USA if they have not worked directly with Brand USA to date, especially in light of being in the last quarter of the 2 to 1 match for Brand USA.

Chairman Cloobek concluded the formal meeting and sought questions from the public participants.

III. Public Question and Answer Session

A representative from North American Journeys asked whether the Corporation had made any progress on naming regional offices for Brand USA within the United States. Mr. Cerula explained that Brand USA is focusing on building an international network at this time but that will come later.

A representative from Congressman Sam Farr's Office asked whether Brand USA has submitted its annual report to Congress yet. Brand USA submitted the report to Department of Commerce by the deadline of May 15. Department of Commerce will transmit the report to Congress.

A participant asked for a point of contact at Brand USA to whom he could send suggestions for programs. Suggestions can be sent to partnerships@thebrandusa.com. You can also subscribe on the website for monthly updates.

A participant is seeking to find information about trade missions and trade shows on the website. Paul Cerula said that Brand USA will make sure trade shows go up on the Brand USA website. Mr. Perkins says we are working on updating the DiscoverAmerica.com website to be more informative for industry partners but as of now, that type of information is available on the corporate website, thebrandusa.com.

A representative from the Santa Monica Convention and Visitors' Bureau asked whether there is any way to offset costs spent to promote/market Brand USA. Mr. Secundy explained that contributions would be counted towards the match from ESTA funds to go towards Brand USA's general efforts; however, there is not a way for the funds to be directed back to them specifically. Please send any reports of Brand USA marketing that you are doing to Michael Carroll.

IV. Adjourn

There being no further business before the Board, the Chairman adjourned the meeting at 3:30 p.m. EDT.

The foregoing minutes approved by the Board of Directors on September 14, 2012.

s/ Lynda Zengerle

Lynda Zengerle, Secretary