

BRAND USA SELECTS RED ROBOT FOR GLOBAL CONTENT DISTRIBUTION

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After a comprehensive review of services, Brand USA, the destination marketing organization for the United States recently appointed Red Robot Limited ("Red Robot") to provide media consulting advice and multi-platform global content distribution.

Brand USA will work with partners to offer exposure to over 400,000 journalists using the Red Robot platforms and content distribution to over 1,700 subscriber sites in more than 116 countries.

The agreement enables Brand USA and its destination and industry partners to provide press release, photo and video news content for distribution to the world's media organisations, as well as Red Robot's own MediaGRAB portal. Content will be distributed via Thomson Reuters' ("Reuters") World News Express & Media Express platforms, Bloomberg's Mediasource web channel and PR Newswire's wire services including distribution via Associated Press.

"We are excited to be able to offer our partners this extraordinary opportunity for distributing their content via some of the leading media distribution platforms," said Anne Madison, chief communications officer, Brand USA. "This program will give our partners increased access to some of the world's most prominent media in order to invite, engage and inspire international visitors to travel to the United States."

Red Robot consultants will provide media advice to Brand USA and its partners and provide detailed reporting on content usage across broadcast, social media and online channels. Reporting will be delivered to Brand USA via Red Robots' online ClientZONEsystem.

"We are delighted that Brand USA has chosen to work with us," said Malcolm Switzer, CEO Red Robot Limited. "It underlines their confidence in Red Robot being able to deliver their global marketing message to promote the United States as a premier travel destination." Brand USA announced the working partnership at this year's IPW in Orlando. Brand USA is the premier partner of U.S. Travel's IPW, the travel industry's premier international marketplace and the largest generator of travel to the United States.

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About Brand USA

Brand USA is the nation's official 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.

[Since 2012](#) Brand USA, in collaboration with travel industry partners, has been responsible for attracting an additional 10.3 million visitors who spent nearly \$35 billion in the United States, generating \$76 billion in economic output, and sustaining nearly 40,000 jobs per year. Without any cost to taxpayers, these efforts have generated \$10 billion in tax receipts and returned \$20 to the U.S. economy for every dollar spent.