



MacGillivray Freeman's Giant Screen Film Tribute to the U.S. National Parks--*America Wild*--Signs Expedia, Inc. as Global Sponsor

Multi-Million Dollar Partnership Brings Global Consumer Marketing Campaign to Film

June 11, 2015, Laguna Beach, CA – MacGillivray Freeman Films and Brand USA are pleased to announce **Expedia, Inc.** as the first global sponsor and exclusive online travel activation partner for "**AMERICA WILD: A National Parks Adventure**," a new 3D film for IMAX® and other giant-screen theatres that celebrates the nation's great outdoors. Produced by MacGillivray Freeman Films in association with **Brand USA**, the film is scheduled for global release on February 12, 2016 to coincide with the centennial of the **U.S. National Parks** next year.

Through this multi-million dollar partnership, Expedia, Inc., one of the world's largest travel companies with a brand portfolio of leading online travel brands in more than 70 countries, will bring worldwide film marketing support to both domestic and international exhibitors.

"Expedia is a leader in the online travel world, and their partnership will mean increased worldwide marketing and attention for the film," said **Shaun MacGillivray**, producer of "America Wild" and president of MacGillivray Freeman Films. "Expedia's global network of world travelers represents the perfect audience for our film, and together we look forward to delivering an unforgettable movie experience that will bring America's treasured wilderness and vast, untamed beauty to viewers everywhere."

"There are few things that highlight America as a vacation destination like our great national parks," said **Noah Tratt**, global senior vice president, Expedia Media Solutions. "Expedia is thrilled to be part of this innovative way of reaching and inspiring people around the world to travel to the U.S. to experience our national treasures in person."

"Our partnership with Expedia aligns Brand USA and our great outdoors platform with a proven vehicle to drive and activate travel to the U.S.," said **Christopher L. Thompson**, Brand USA's president and CEO. "With the global reach of Expedia and the international release of the giant-screen film, we expect the impact of this partnership to truly move the needle."

Brand USA, the destination-marketing organization for the United States, is also planning a multi-million dollar international marketing initiative for the film and plans to use "America Wild" as the centerpiece of its Great Outdoors campaign in 2016 and beyond.

Filmed in the highest quality 15/70mm giant-screen format with the Solido IMAX 3D camera, "America Wild" takes audiences on the ultimate off-trail adventure into the nation's awe-inspiring great outdoors and untamed wilderness. Spectacularly wild and beautiful places like Yosemite, Yellowstone, the Everglades, the Redwoods, Arches, and Canyonlands are illuminated as never before with immersive giant-screen 3D cinematography, revealing a tapestry of natural wonders that will inspire the adventurer in us all.

The **Giant Dome Theater Consortium** is also a partner on the film, and all seven member theatres—Science Museum of Minnesota, Cincinnati Museum Center, Saint Louis Science Center, Chicago's Museum of Science and Industry, Discovery Place in Charlotte, San Diego's Reuben H. Fleet Science Center and the Boston Museum of Science—have committed to showing the film in an extended schedule.

"America Wild" follows in the tradition of MacGillivray Freeman's award-winning Great Adventure Films—including *Everest*, *Dolphins*, *Journey Into Amazing Caves* and *Grand Canyon Adventure*—that are set in some of the most extraordinary locations on the planet.

About MacGillivray Freeman Films

MacGillivray Freeman Films is the world's foremost independent producer and distributor

of giant-screen 70mm films with 38 films for IMAX and other giant-screen theatres to its credit. Throughout the company's 50-year history, its films have won numerous international awards including two Academy Award® nominations and three films inducted into the IMAX Hall of Fame. MacGillivray Freeman's films are known for their artistry and celebration of science and the natural world. It is the first documentary film company to reach the one billion dollar benchmark for box office. For more information about the company, visit www.macgillivrayfreemanfilms.com

About Expedia, Inc.

Expedia, Inc. (NASDAQ: EXPE) is one of the world's largest travel companies, with an extensive brand portfolio that includes leading online travel brands, such as:

- Expedia.com®, a leading full service online travel agency with localized sites in 31 countries
- Hotels.com®, the hotel specialist with localized sites in more than 60 countries
- [Hotwire](http://Hotwire.com)®, a leading discount travel site that offers opaque deals in 12 countries throughout North America, Europe and Asia
- [Travelocity](http://Travelocity.com)®, a pioneer in online travel and a leading online travel agency in the US and Canada
- [Egencia](http://Egencia.com)®, a leading corporate travel management company
- Venere.com™, an online hotel reservation specialist in Europe
- [trivago](http://trivago.com)®, a leading online hotel metasearch company with sites in 51 countries
- [Wotif Group](http://Wotif.com), a leading operator of travel brands in the Asia-Pacific region, including Wotif.com®, lastminute.com.au®, travel.com.au, Asia Web Direct®, LateStays.com and GoDo.com.au
- [Expedia Local Expert](http://Expedia Local Expert.com)®, a provider of online and in-market concierge services, activities, experiences and ground transportation in hundreds of destinations worldwide
- [Classic Vacations](http://Classic Vacations.com)®, a top luxury travel specialist
- [Expedia® CruiseShipCenters](http://Expedia CruiseShipCenters.com)®, a provider of exceptional value and expert advice for travelers booking cruises and vacations through its network of 180 franchise locations across North America
- CarRentals.com™, the premier car rental booking company on the web

The company delivers consumers value in leisure and business travel, drives incremental demand and direct bookings to travel suppliers, and provides advertisers the opportunity to reach a highly valuable audience of in-market consumers through [Expedia® Media Solutions](http://Expedia Media Solutions.com). Expedia also powers bookings for some of the world's leading airlines and hotels, top consumer brands, high traffic websites, and thousands of active affiliates through Expedia Affiliate Network. For corporate and industry news and views, visit us at www.expediainc.com or follow us on Twitter @expediainc.

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About Brand USA

Brand USA is the public-private partnership responsible for promoting the United States as a premier travel destination and communicating U.S. entry/exit policies and procedures. Established by the Travel Promotion Act in 2010, the organization's mission is to increase international visitation to the United States while working in partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include creating jobs essential to the economy and fostering understanding between people and cultures. For industry or partner information about Brand USA, visit www.TheBrandUSA.com. For information about travel to and around the United States, please visit Brand USA's consumer website at www.DiscoverAmerica.com.

Media Contact:

Lori Rick, MacGillivray Freeman Films
949-494-1055
lrick@macfreefilms.com

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MacGillivray Freeman Films
PO Box 205
Laguna Beach, CA 92652
(949) 494-1055

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