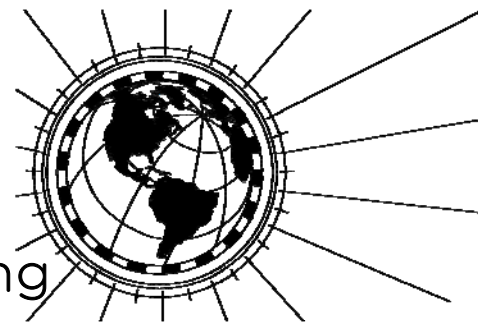


Domestic Brand Advertising



California's brand advertising program encompasses multiple messaging platforms that give consumers new reasons to visit the state throughout the year. In addition to California's umbrella brand messaging intended to promote the depth and breadth of the state's abundance, three additional platforms deliver targeted messaging to California Brandcasters based on specific passions and interests:

- California Wine & Food—targets the culinary traveler
- California Snow—targets the winter/snow sports enthusiast
- California Insider—targets a range of enthusiasts including family travelers, outdoor adventure travelers, cultural travelers and affluent travelers

One of the most significant findings from Strategic Marketing & Research, Inc. (SMARI) in the 2008 annual tracking study is the influence of multiple messaging platforms on awareness and intent to travel. Those exposed to multiple messages were significantly more likely to visit California.

As the industry has retrenched due to budget cuts across the state, and in many cases shifted efforts to closer feeder markets, CTTC's national push continues to provide California with the broadest coverage, reach and frequency, and the greatest number of gross impressions.