



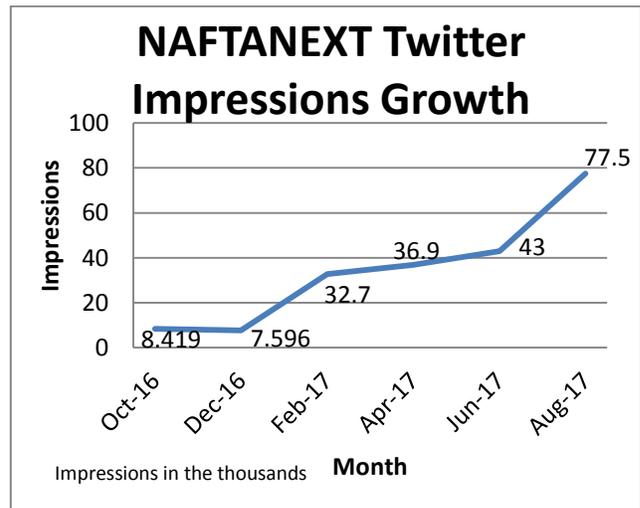
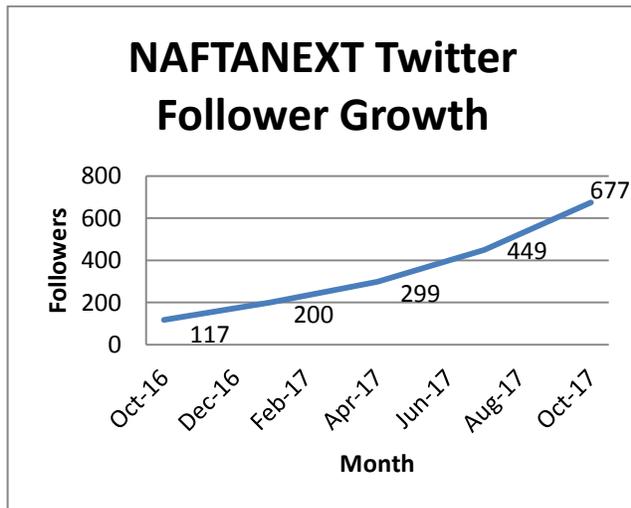
The 2016 Presidential election thrust NAFTA into the limelight with candidates calling into question the trade pact's effect on the U.S. economy and its relevancy in today's world. To rebalance the national dialogue around NAFTA and trade, NAFTANEXT launched an initiative, using its existing Twitter account, to assist in shaping a more productive conversation focused on the North American economy. As news develops and the Trump Administration takes action to renegotiate or withdraw from NAFTA, the NAFTANEXT Twitter account (@NAFTANEXT) remains a valued resource.

The account averages three tweets per day, featuring fact-based articles and research supporting the benefits of the North American trade relationship. Since the beginning of the campaign, our number of followers has increased 479 percent, from 117 to 677. Over the 12 months since our initiative began, the account has totaled over 475,800 impressions and generated over 11,270 profile visits. Our account's most popular tweet prior to the launch of this campaign received 4,675 impressions while our most popular tweet since October 2016 earned 8,670 impressions, an 85 percent increase.

Below is a table showing year-over-year growth of the NAFTANEXT Twitter account (October 17, 2016 versus October 17, 2017).

	September 19- October 17, 2016*	September 19- October 17, 2017*	Percentage Growth
Number of Impressions	894	65,700	7,249%
Number of Profile Visits	64	818	1,178%
Number of Mentions	2	50	2,400%

*As reported by Twitter Analytics, which measures in 28 day periods



About NAFTANEXT

The mission of NAFTANEXT is to raise public awareness of the benefits of trade in North America while mitigating the spurious claims that have proliferated unchecked since the implementation of NAFTA. NAFTANEXT aims to synthesize various sources of insight and support for trade agreements and publicize those sources to bring attention to the past, present and future value of both our tri-national North American relationship and trade generally. For more details on NAFTANEXT, please visit www.naftanext.com

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