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ARKIA ISRAELI AIRLINES SIGNS GLOBAL AGREEMENT WITH DISCOVER THE WORLD

SCOTTSDALE, AZ, Apr. 30, 2013—Arkia Israeli Airlines, Israel’s largest domestic airline, has signed a global commercial agreement with Discover the World Marketing, appointing them for the first time as a partner. Discover will be representing the airline for the purpose of promoting Arkia’s brand and its services in Finland, Germany, Norway and Spain.

“We have been flying to Europe for some time, but we needed Discover’s capabilities to reinforce our flight schedules and amenities especially within the travel trade,” said Ms. Tal Perez, Arkia’s Seat Control Manager. “They have the experience and knowledge to handle our sales and marketing development in these important markets.”

Jenny Adams, CEO of Discover the World Marketing commented, “It is a pleasure to welcome Arkia Israeli Airlines into our family of clients. This carrier has a long and illustrious history, operating since 1949. We appreciate the opportunity to show them how efficient and dynamic a partner Discover will be for them. Our offices in Germany, Scandinavia, and Spain are well prepared to engage the travel trade with news and information about Arkia, Israel’s second airline.

For more information about Discover the World Marketing, visit discovertheworld.com, or call (480) 707-5566 or +44 207 107 2303.

About Discover the World Marketing

Discover the World Marketing has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 80 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of 73 clients utilizing its sales, marketing and business process

outsourcing services, Discover the World Marketing remains a dominant innovator for the travel industry.

About Arkia Israeli Airlines

Arkia Israeli Airlines has more than 60 years of industry experience. Arkia Israeli Airlines offers domestic flights and cheap charter flights to and from Israel to destinations in Western Europe and across the Mediterranean. As proof of its growing role in the operation of domestic and international flights, Arkia currently maintains offices in ten Israeli cities and more than 20 offices in cities around the world. Its main base is Ben Gurion International Airport near Tel Aviv, and it has a hub at Sde Dov Airport in Tel Aviv. For more information, visit <http://www.arkia.com>