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CATHAY PACIFIC AIRWAYS ADDS TO ITS LATIN AMERICAN PRESENCE WITH DISCOVER THE WORLD

SCOTTSDALE, AZ, March 6, 2017— Cathay Pacific Airways, which recently celebrated its 70th anniversary, today announced a partnership with Discover the World that will increase the Hong Kong-based airline's presence in Latin America.

"Discover the World has been an important partner of Cathay Pacific since 1996," said Philippe Lacamp, Senior Vice President, Americas, Cathay Pacific Airways. "We are confident that Discover the World's representation of Cathay Pacific in Mexico will help boost brand awareness and complement our greater North American sales and marketing strategy, just as they have throughout other countries in Latin America."

"We are very proud Cathay Pacific Airways has partnered with us in Mexico, adding to our representation of Cathay Pacific in 12 other Latin America countries," said Discover the World CEO Jenny Adams. "Discover's sales team in Mexico, headed by Octavio Hernandez, has a wealth of sales and marketing talent they will use to increase the visibility and revenues for Cathay Pacific's off-line sales."

Cathay Pacific's top destinations from Mexico are Shanghai and Hong Kong, which helped the airline to grow by 24 percent in total traffic in 2016 over 2015.

For more information about Discover the World, visit discovertheworld.com or call (480) 707-5566 or +44 203 598 8030.

About Discover the World

Discover the World has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of more than 90 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

About Cathay Pacific Airways

Cathay Pacific Airways flies daily to Hong Kong and beyond, including more than 22 destinations in mainland China, from six cities in the USA and two in Canada: Boston, Chicago, Los Angeles, New York (JFK), Newark Liberty, San Francisco, Vancouver and Toronto; and offers cargo services to 18 cities across the Americas. More information, including current fares and availability, may be found at cathaypacific.com/us, www.facebook.com/cathaypacificus, Twitter @CathayPacificUS or Instagram @CathayPacific.

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