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CHINATOURS.COM BECOMES NEWEST DISCOVER THE WORLD MARKETING CLIENT

SCOTTSDALE, ARIZ., Mar. 26, 2013—ChinaTours.com, the web portal for Xian ANZ International Travel Service Co., Ltd, a fully licensed tour operator based in Xian, China, has selected Discover the World Marketing for marketing and sales development for the first time. The new representation will be effective this month in Australia with plans to expand to additional markets in the near future.

“We are excited to partner with Discover the World Marketing in Australia,” said Yemo Li, CEO of ChinaTours.com. “ChinaTours.com is a local China tour operator that offers a diverse range of products, competitive pricing and quality service. We are looking to expand our branding in the Australian market and believe the marketing expertise of Discover the World, coupled with our fantastic China product will be a perfect combination.”

“Discover will help ChinaTours.com by making personal sales calls and offering a variety of marketing initiatives to educate the Australian travel trade and consumers on its affordable and quality tours,” said Jenny Adams, CEO of Discover the World Marketing. “Our office in Australia has the experience and first-hand knowledge to sell their products, thus generating a new stream of revenue for the company. We welcome ChinaTours.com to our family of clients and look forward to a long relationship.”

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 ChinaTours.com

ChinaTours.com offers a full spectrum of tour packages in China including competitively priced joiner and fully customized private tours. The tours are designed to enhance the enjoyment for people visiting China, ensuring visitors experience the unique culture of the Middle Kingdom. For more information, visit www.ChinaTours.com

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