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## **DISCOVER THE WORLD MARKETING TO REPRESENT ETIHAD AIRWAYS**

SCOTTSDALE, ARIZ, Apr. 10, 2013 — Etihad Airways, the national airline of the United Arab Emirates, has selected Discover the World Marketing to provide sales and marketing development support in Latin America, Europe and Western Canada.

The new agreement is for representation in Albania, Bosnia, Herzegovina, Bolivia, Costa Rica, Croatia, El Salvador, Macedonia, Montenegro, Serbia, and the Western Canada Provinces of Alberta, British Columbia, Manitoba, Northwest Territories, Saskatchewan and the Yukon, in addition to renewed partnerships in Austria, Argentina, Brazil, Chile, Colombia, Guatemala, Mexico, Panama, Peru, Uruguay, Ukraine, and Venezuela.

Etihad Airways Chief Commercial Officer Peter Baumgartner said, “Our relationship with Discover the World began in 2009 when we signed to have them represent us in 10 countries across Latin America. The company has a strong track record and we are pleased to expand our agreement to include several new Latin American countries, the West Balkans as well as Western Canada.”

“We are also looking forward to the launch of Etihad Airways’ services to Sao Paulo in June 2013, so it is a fitting time to develop sales from offline markets surrounding Brazil through this partnership”, added Baumgartner.

Jenny Adams, CEO of Discover the World Marketing said, “Etihad Airways is a very strong, successful and growing carrier. Discover is committed to our partnership and keenly focused on driving superior results. We appreciate Etihad’s recognition of Discover’s capabilities by appointing us in these new markets while also extending our partnership in existing markets. We are excited about promoting it’s new Sao Paulo services as Etihad’s excellent product and services will be well received in the region

and Brazil is a natural hub to connect passengers to the Middle East, Indian subcontinent, Asia and Australia.

For more information about Discover the World Marketing, visit [discovertheworld.com](http://discovertheworld.com) or call +1 480 707 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 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of 71 clients utilizing its sales, marketing and business process outsourcing services, Discover the World Marketing remains a dominant innovator for the travel industry.

#### About Etihad Airways

Etihad Airways, the national airline of the United Arab Emirates, began operations in 2003, and in 2011 carried 8.3 million passengers. From its hub at Abu Dhabi International Airport, Etihad Airways serves 86 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas, with a fleet of 68 Airbus and Boeing aircraft, and over 90 aircraft on firm order, including 10 Airbus A380s, the world's largest passenger aircraft. Etihad Airways also holds equity investments in airberlin, Air Seychelles, Virgin Australia and Aer Lingus. For more information, visit: [www.etihad.com](http://www.etihad.com).

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