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## **DISCOVER THE WORLD MARKETING EXPANDS RELATIONSHIP WITH CAESARS ENTERTAINMENT**

SCOTTSDALE, ARIZ, Sept. 30, 2013 —Discover the World Marketing offices in Australia, Brazil, Canada, China, Mexico, and the United Kingdom have recently started representing 10 more Caesars Entertainment gaming-entertainment resorts located in Atlantic City, NJ, Reno/Lake Tahoe, NV and Tunica, MS.

“We are pleased with the results we have seen since the beginning of our relationship in 2009 when Discover the World Marketing deployed their sales strategy for our Las Vegas properties,” says Annette Weishaar, Caesars Entertainment vice president of leisure sales. “We look forward to expanding our partnership beyond the Vegas market and have selected some major strategic markets to handle leisure sales for us in Atlantic City, Reno, Lake Tahoe and Tunica.”

CEO of Discover the World Marketing Jenny Adams said, “We are very gratified Caesars Entertainment is expanding its relationship with us. Discover presently represents Caesars Entertainment Las Vegas in every Discover office, with the exception of the U.S., where Caesars has its own staff. With these new sales opportunities, Discover will prove yet again this is an excellent way to generate new business for those properties by the selected Discover offices.”

For more information about Discover the World Marketing, visit [discovertheworld.com](http://discovertheworld.com) or call +1 480 707 5566 or +44 203 598 8030.

### 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 more than 70 clients utilizing its sales, marketing and business process

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

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