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## **DISCOVER THE WORLD MARKETING TO MARKET GROUNDLINK IN THE US**

SCOTTSDALE, ARIZ, June 18, 2013 — GroundLink, the largest aggregator of ground travel services in the world, has forged a partnership with Discover the World Marketing in the US to deliver sales and marketing solutions.

According to Tony D'Astolfo, GroundLink's Chief Sales Officer, "The new agreement provides GroundLink with a new sales platform that expands our sales presence and penetrates key business markets throughout the country, while leveraging Discover's extensive travel agency relationships."

"Discover USA offers GroundLink a cost effective sales solution with seven sales managers strategically based in key business markets throughout the US," said Jenny Adams, CEO of Discover the World Marketing. "As a result of our connections and ability to effectively market its services, GroundLink will realize new revenue streams through partnership marketing they were unable to source. GroundLink has been very successful and we are pleased they have selected us to represent them in the US."

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 GroundLink

Founded in 2003 and headquartered in New York, GroundLink is an established aggregator and solutions provider to the ground travel industry and is located in 5,000

cities and 110 countries. Using proprietary technologies and applications, the company aggregates, manages and executes ground travel services under its own brand worldwide. GroundLink has developed a platform that provides consumers and corporate travelers, web partners, GDSs, travel agents and other travel providers with access to more than 45,000 independent ground travel vendors. As a result, GroundLink is able to offer travelers highly-personalized services, reduced wait times and lower cost, while creating incremental revenue, increasing fleet utilization rates and improving operating margins for its service providers and various partners. For more information, visit: [www.groundlink.com](http://www.groundlink.com).

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