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DISCOVER THE WORLD MARKETING REPRESENTS HURTIGRUTEN IN INDIA

SCOTTSDALE, ARIZ, Nov. 4, 2013—Discover the World Marketing has expanded its sales and marketing representation into India for Hurtigruten cruises. Discover represents Hurtigruten's unique Norwegian fjord cruise destinations in 12 other countries including Argentina, Australia, Bolivia, Brazil, Costa Rica, El Salvador, Guatemala, Mexico, New Zealand, Panama, Peru and Venezuela.

"There is a huge potential for new business in India where travelers are looking for a more unique experience," said Discover the World Marketing CEO Jenny Adams.

"Hurtigruten offers coastal and Expedition voyages with exciting excursion experiences that provide something different from other cruise companies. Our success in increasing Hurtigruten's profile and revenue shares in other markets, especially Australia and New Zealand, was a factor in expanding our relationship with the cruise line in India where we expect to replicate our track record."

For more information about Discover the World Marketing, visit 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 80 clients utilizing its sales, marketing and business process outsourcing services, Discover the World Marketing remains a dominant innovator for the travel industry.

About Hurtigruten

Hurtigruten is famous for its Norwegian coastal cruises that literally hug the coast and travel in and out of the most spectacular fjords in the world and prides itself on its specialists' knowledge about wildlife and the environment. It has also expanded its coastal hugging philosophy to create cruises to such destinations as Antarctica, Greenland and Spitsbergen. The Hurtigruten fleet consists of 14 purpose-built vessels specifically designed for the waters in which it operates. It also has a fascinating history

that started delivering mail, cargo and passengers through Norway's fjords more than 116 years ago. For more information, visit www.hurtigruten.com