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## **LOT POLISH AIRLINES RENEWS CONTRACT WITH DISCOVER THE WORLD MARKETING IN US AND CANADA**

SCOTTSDALE, AZ, June 19, 2013—LOT Polish Airlines has renewed its multi-year contract with Discover the World Marketing for sales and marketing development in the US and Canada.

“We selected Discover the World Marketing to help us implement significant distribution changes and develop new trade sales channels in North America while maintaining and growing business from our Polish trade partners,” said Frank Joost, LOT’s Regional Sales Director – North-America. “North America is a key market for LOT and we have invested in it by being the first European carrier to fly the Dreamliner to Chicago, New York City and Toronto this year.”

“We have partnered with Discover the World Marketing because they provided a unique and tailor-made commercial solution to LOT with strong sales, marketing and business development functions,” added Joost. “The dedication and effectiveness of the LOT team is a main factor in achieving significant yield increases and growth in business class traffic. We are pleased to extend and renew our agreement with Discover in the US and Canada.”

Jenny Adams, CEO of Discover the World Marketing said, "LOT fully recognizes the unique needs of North America and continues to enhance its products and services to deliver the best transatlantic product to Poland and key beyond markets such as Germany and the Ukraine. We are delighted LOT offers even more options to the North American traveler with the Dreamliner introduction where it now offers new Premium Economy class in addition to an improved business and economy cabin. Prior to the delivery of the Dreamliners, LOT made many changes to its service and

we are pleased with the feedback we are receiving from travelers about the quality of LOT's service and how exceptional the Dreamliner experience is.”

For more information about Discover the World Marketing, visit [discovertheworld.com](http://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 LOT Polish Airlines

LOT Polish Airlines has been connecting Poland with the rest of the world since 1929. Today, LOT's fleet of 39 aircraft serves nearly 60 destinations across Europe, the Middle East North America and Asia. Its network is further enhanced by its membership in Star Alliance since 2003, in which the 27 member airlines serve 1,329 airports in 194 countries across the globe. As an award winning airline; consistently recognized by Business Traveller Magazine and Global Traveler Magazine, LOT is in a position to continue its growth and reputation as a European carrier with a global network.

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