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DISCOVER THE WORLD APPOINTED BY MALAYSIA AIRLINES FOR REPRESENTATION ACROSS CANADA

SCOTTSDALE, AZ, June 7, 2013—Discover the World Marketing has been selected to represent Malaysia Airlines across Canada. This is the first country where Malaysia Airlines and Discover will be partners in marketing efforts.

“We are looking forward to once again having a vibrant sales force in Canada,” said Duncan Bureau, Malaysia Airlines Senior Vice President of Sales and Distribution. “We went through a rigorous process to find the right partner for us. Discover is a dynamic marketing company with the knowledge, track record, reputation, strategic ideas and company stability that go way beyond just making reservations and sales calls for us. There is a long history of a strong relationship between Canada and Malaysia and we look forward to playing a prominent role in future development”

The same enthusiasm for the partnership to sell Malaysia Airlines was echoed by Discover. “Discover is very pleased to work with Malaysia Airlines in this important market”, said Joanne Lundy, Director Canada for Discover the World Marketing.

“A wealth of opportunities awaits Malaysia Airlines with their recent membership into **oneworld** alliance,” added Lundy. “Malaysia Airlines has flights through its Los Angeles gateway, as well as excellent connections with interline partners on transpacific and transatlantic routes. Gateways in Canada include Vancouver, Calgary, Edmonton, Toronto, Ottawa, Montreal and Halifax.”

“Renowned for having the World’s Best Cabin Staff as voted by Skytrax, Malaysia Airlines is one of only six airlines awarded the prestigious World’s five star rating also by Skytrax UK”, Lundy continued. “Our Canadian office will be able to share this and more vital information with customers to increase Malaysia Airlines’ revenue.”

For more information about Discover the World Marketing, visit discovertheworld.com, or call (480) 707-5566 or +44 207 107 2303.

For more information about Malaysia Airlines, visit www.malaysiaairlines.com.

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 Malaysia Airlines

Malaysia Airlines serves more than 60 destinations in almost 30 countries across Asia, Australasia, Middle East, Europe, and North America, including **oneworld** hubs Hong Kong, London Heathrow, Los Angeles, Sydney and Tokyo Narita. Its present fleet of 88 aircraft – including its flagship Airbus A380s – operates some 300 departures a day.

Malaysia Airlines describes its distinctive brand as an extension of the special culture of warmth and friendliness unique to Malaysians. This inimitable Malaysian sense of graciousness is branded as “Malaysian Hospitality” and symbolized by the acronym MH, which is also the airline’s flight code.

Both Malaysia Airlines and its Kuala Lumpur hub are among the industry’s most frequent winners of awards for quality service. Malaysia Airlines is a 5-star airline as rated by Skytrax and has won the ‘World’s Best Cabin Staff’ award, also by Skytrax, in seven of the past 11 years. Malaysia Airlines also received the prestigious accolade of ‘Best Airline Signature Dish’ for its Satay, a traditional Malay savoury dish, served in the Business and First Class cabins.

In 2012, Malaysia Airlines welcomed the A380 into its fleet, signalling a series of improvements to its products and services as a premium carrier.

Malaysia Airlines is a member of the **oneworld** airline alliance. In addition to offering guests a wider network of over 800 destinations in more than 150 countries, frequent flyer members of Enrich (for Malaysia Airlines) stand to benefit with greater rewards and recognition.