

Contact: Nancy Vaughan  
Vaughan Communications  
(602) 912-9126  
[nvaughanpr@aol.com](mailto:nvaughanpr@aol.com)  
[www.vaughancommunications.com](http://www.vaughancommunications.com)



## **SAS EXPANDS ITS SALES TO MALTA WITH DISCOVER THE WORLD MARKETING**

SCOTTSDALE, ARIZ., Apr. 4, 2013— Scandinavian Airline Systems (SAS), the largest airline in Scandinavia, has added Malta to its growing list of marketing and sales representation with Discover the World Marketing. In addition to Malta, Discover the World Marketing develops sales and marketing for SAS in Brazil, Mexico, Portugal and South Africa.

Chris Shern, SAS's General Manager Italy & Eastern Mediterranean commented, "Discover has helped us grow in the markets where they represent us so it was a logical step to appoint them to handle our sales in Malta. We believe their reputation and extensive experience will only further our sales growth and brand awareness."

SAS will launch a new seasonal route from Malta to Oslo on June 27. This is in addition to its seasonal Stockholm flights and is among the 45 new routes SAS is launching during 2013.

"It's very exciting to have SAS place its trust in our ability to generate new revenue for them in Malta," said Jenny Adams, CEO of Discover the World Marketing. Our office in Malta has the expertise to obtain new sales opportunities and assist SAS in joining the Maltese BSP. We look forward to having SAS continue to develop its strong partnership with Discover."

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 SAS

SAS Scandinavian Airlines is the national carrier of Denmark, Norway and Sweden and was established in 1946. It is the leading airline in Northern Europe and a founding member of the Star Alliance. SAS has 136 aircraft in service and operates to 90 destinations in Scandinavia, Europe, North America and Asia. In 2012, the SAS Group carried 28 million passengers. The SAS group carriers are ISO 14001 and EMAS environmental certified. For more information, visit [www.flysas.com](http://www.flysas.com).

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