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DISCOVER THE WORLD TO DELIVER SALES IN RUSSIA FOR TBO HOLIDAYS

SCOTTSDALE, ARIZ, Nov. 4, 2014—Discover the World has been chosen by TBO Holidays, a leading b2b portal across India, Middle East and Africa, to handle its sales in Russia. This is the first time TBO Holidays has partnered with Discover the World.

“We offer great hotel content (rates and availability) for many destinations which are popular among Russians and we needed strong representation to reach out to the Russian travel agents,” said Gaurav Bhatnagar, TBO Holidays’ managing director.

“Discover, as the leading marketing and representation company in the travel industry with many reputed brands, made it a credible partner for us,”

“TBO Holidays has recently launched the first b2b focused packaging solution that allows travel agents to build and sell holiday packages with instant confirmations that is a great sales tool for them in Russia,” said Jenny Adams, CEO of Discover the World.

“Their partnership with Amadeus is also a plus in this marketplace. We hope with the success we anticipate with TBO Holidays, it will mark the beginning of a long association for the two of us.”

For more information about Discover the World, visit discovertheworld.com or call +1 480 707 5566 or +44 203 598 8030.

About Discover the World

Discover the World 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 remains a dominant innovator for the travel industry.

About TBO Holidays

More than 18,000 travel agents across the globe use TBO Holidays that offers more than 200,000 hotels worldwide that is backed by cutting edge technology and superior customer support. The company is funded by a leading internet conglomerate called Naspers which also owns a significant equity in Russia’s leading internet portal mail.ru. Visit www.tboholidays.com for more information.

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