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VARIETY CRUISES KEEPS SAILING WITH DISCOVER THE WORLD

SCOTTSDALE, ARIZ, July 22, 2014—Variety Cruises, one of the largest small ship cruise companies in the world, has broadened its relationship with Discover the World with additional sales and marketing development in three new markets--Italy, Portugal and South Africa. The cruise line already has sales and marketing representation by Discover in 17 other countries.

“Variety Cruises is delighted to work with Discover the World in these new markets,” said Yiannis Vontas, senior partner – executive vice president development & marketing for Variety Cruises. “Using Discover in these markets is totally based on having a long lasting partnership with the company in many other countries.”

According to Jenny Adams, CEO of Discover the World, “Variety offers a unique boutique cruise product in many Mediterranean and exotic destinations, which is very popular among travelers from these new markets. We intend to support Variety Cruises by touting its benefits and services as well as its unique ports of call and provide the cruise line with a return on its investment.”

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

To learn more about Variety Cruises, visit its website at www.varietycruises.com

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 Variety Cruises

Variety Cruises has a fleet of more than 13 fully owned vessels offering travelers a variety of total yachting experience. With capacities ranging from 4 to 36 cabins, Variety Cruises' small ships allow passengers to visit well known destinations or discover

unique and more secluded ports of call in a private and relaxed environment. Variety Cruises operate no less than 12 scheduled cruise programs in seven different destinations worldwide.

Fine cuisine with a strong local flavor, exciting itineraries and personalized service has positioned the company as the choice for a growing number of cruisers looking for a small ship cruise experience.

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