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LOWCOSTBEDS APPOINTS DISCOVER THE WORLD AS EXCLUSIVE REPRESENTATIVE FOR US

SCOTTSDALE, Feb. 26, 2013 - lowcostbeds, one of the fastest growing independent bed banks in the world, has officially appointed Discover the World Marketing as their exclusive representative in the USA. The experienced Discover sales team will be visiting travel agents and attending various trade shows throughout the US over the coming months, providing support and advice on a wide range of lowcostbeds related issues including agent registration, site navigation tips, commercial terms, product updates, and exclusive travel agent offers.

Commenting on the appointment, Discover the World CEO, Jenny Adams said, "Discover the World Marketing is very excited about our strategic partnership with lowcostbeds. We're eager to introduce the trade to the benefits of using lowcostbeds. With their vast hotel inventory, user-friendly site and attractive terms, they are the right solution for today's travel trade."

Clem Walshe, Managing Director, lowcostbeds.us said, "I'm absolutely delighted to be working with Discover the World Marketing. They have a proven track record in delivering for both the product and the travel agent and I have no doubt they are the right partner for us to grow our business with the US travel trade. We have a very competitively priced product coupled with user friendly technology and we're excited about the prospects the US market has to offer."

Initial reaction to the lowcostbeds product launch has been very positive with a significant number of agents of varying sizes already signed up to do business with the accommodation provider. There has also been substantial interest in the company's API portal with many larger agencies already testing the easy to integrate access to lowcostbeds vast database of competitively priced properties.

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 lowcostbeds

lowcostbeds.us is part of the lowcosttravelgroup and was founded in the UK in 2004. The group currently generates sales in excess of USD \$700 million per annum and employs 500 staff across seven countries internationally carrying over 2.5 million clients to 450 destinations annually.

The trade only site is now available in 13 languages and provides travel agents with access to highly competitive rates via 48 API's and directly contracted inventory in over 250,000 hotels and transfer services in 450 gateways globally. The product is backed up with a world class trade support operation at its UK head office at Gatwick airport, an International head office in Palma, Majorca along with a new US headquarters based in Atlanta, Georgia.

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