

Contact: Nancy Vaughan  
Vaughan Communications  
(602) 912-9126  
nvaughanpr@aol.com



## **EXPEDIA TAAP APPOINTS DISCOVER THE WORLD MARKETING FOR CANADA AND USA**

SCOTTSDALE, May 16, 2013— Expedia Travel Agents Affiliate Program (TAAP) announced the appointment of Discover the World Marketing as their sales partners in key markets of Canada and USA, handling the sales and first level customer support for the program.

Launched in Europe in 2002, Expedia TAAP now partners with more than 80,000 registered travel agents globally offering commissions when selling Expedia's extensive global inventory. Travel agents have access to highly competitive Internet rates on 145,000 Hotels, car rental, flights, thousands of dynamic packages and activities such as tours, theatre tickets and transfers. Prices and products shown on TAAP mirror those viewed by the consumer, which ensures the agent is price competitive while still earning a commission.

Expedia TAAP burst onto the North American markets with its launch in early 2010 and now boasts nearly 10,000 agencies registered for the program in Canada and the US.

"Expedia has forged a strong sales and marketing partnership with Discover the World Marketing that's been in existence since 2010 and has grown in cooperation to more than 25 markets worldwide", said Diego Pedrani, Expedia's Director – Travel Agent Distribution Worldwide. "We are now partnering with Discover in US and Canada to leverage their strong sales presence in these markets and to utilize best practices across the markets where Discover represents us."

"We are delighted Expedia continues to build its partnership with us," said Jenny Adams, CEO of Discover the World Marketing. "Our success is due in large part to our business of working with travel agents for many years. We know travel agents find TAAP extremely rewarding due to its strong offerings and the customer support we provide."

To learn more about TAAP in the US, check out [www.expedia.com/travelagents](http://www.expedia.com/travelagents), call 1 866 925 7718 or email [support@expedia-agents.com](mailto:support@expedia-agents.com) and in Canada, [www.expedia.ca/travelagents](http://www.expedia.ca/travelagents), call 1-877-660-1354 or 905-361-0847, or email [support@expedia-agents.ca](mailto:support@expedia-agents.ca)

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 Expedia, Inc.**

Expedia, Inc. is the largest online travel company in the world, with an extensive brand portfolio that includes some of the world's leading online travel brands, including:

- [Expedia.com](#)®, the world's largest full service online travel agency, with localized sites in 30 countries
- [Hotels.com](#)®, the hotel specialist with sites in more than 60 countries
- [Hotwire](#)®, a leading discount travel site that offers opaque deals in 11 countries on its 10 sites in North America, Europe and Asia
- [Egencia](#)®, the world's fifth largest corporate travel management company
- [eLong](#)™, the second largest online travel company in China
- [Venere.com](#)™, the online hotel reservation specialist in Europe
- [trivago](#)®, a leading online hotel search company with sites in 33 countries
- [Expedia Local Expert](#)®, a provider of in-market concierge services, activities and experiences in 18 markets worldwide
- [Classic Vacations](#)®, a top luxury travel specialist
- [Expedia® CruiseShipCenters](#)®, one of North America's leading retail cruise vacation experts

The company delivers consumers value in leisure and business travel, drives incremental demand and direct bookings to travel suppliers, and provides advertisers the opportunity to reach a highly valuable audience of in-market travel consumers through [Expedia Media Solutions](#). Expedia also powers bookings for some of the world's leading airlines and hotels, top consumer brands, high traffic websites, and thousands of active affiliates through [Expedia® Affiliate Network](#). (NASDAQ: EXPE) For corporate and industry news and views, visit us at [www.expediainc.com](http://www.expediainc.com) or follow us on Twitter @expediainc.

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