



TAUCK®

TAUCK APPOINTS DAVID MORRIS INTERNATIONAL TO EXPAND U.S. SALES & MARKETING EFFORTS

NEW YORK, NY (September 9, 2009) – A global leader in upscale escorted tours and cruises, Tauck has joined forces with David Morris International (DMI), who will help to maximize the brand’s growth potential and to extend their reach in the marketplace. As a first step, DMI will increase focus and ramp up efforts for charters & incentives and special interest groups in connection with Tauck’s river and small ship cruise programs. Other programs under consideration include uniquely-crafted land programs.

“We’re very excited about the opportunity to leverage DMI’s considerable expertise,” said Dan Mahar, CEO. “The timing of our partnership is perfect. DMI’s recent launch comes at a time when our agents are more interested than ever before in growing their charter, incentive and special interest groups business. We’re looking forward to working with DMI, and to enhancing our agents’ ability to grow in this segment of the market.”

“We are honored to be associated with Tauck as their stellar reputation with travelers and travel professionals alike are unanimous. They are unquestionably, simply the best at what they do,” said David Morris, President of David Morris International. “The Tauck family has graciously welcomed us into the fold, and we could not be more pleased or proud of our affiliation.”

Tauck is the world leader in upscale, escorted travel. The company leverages its 84 years of experience to deliver over 100 distinctive and enriching escorted land journeys, small ship cruises, European river cruises, safaris and Tauck Bridges family travel adventures. New for 2009 are immersive Tauck Culturios trips designed for “culturally curious” boomer-age travelers.

Tauck journeys delight travelers in 60+ countries worldwide with exclusive, off-the-beaten-path cultural experiences and unique insider visits to popular “must-see” sites and attractions – all at incredible value. The Tauck / DMI Partnership, initiated September 2009, unites experienced sales professionals with a quality driven product to grow awareness of Tauck’s Charter, Incentive and Special Interest business.

Link Recommendations:

1. Tauck World Discovery – www.tauck.com
2. Tauck Bridges – www.tauckbridges.com
3. Tauck Culturios – www.culturios.com

4. Cruise Report Review of MS Swiss Jewel
<http://www.cruisereport.com/crReview.aspx?id=2089>

About David Morris International

David Morris International (DMI), founded in April 2009, offers cost-effective, executive-level sales & marketing solutions for niche-market travel industry providers, helping to improve clients' profitability and market share by giving clients the flexibility to utilize services specific to their needs. Specializing in custom sales & marketing services, uniquely developed travel programs and charters & incentive agreements, DMI combines the experience, contacts, resources, and extraordinary talents of industry professionals on a contract basis. President David Morris brings 30+ years of experience to the table, having worked for Cunard, Crystal and mostly recently, Silversea Cruises, and is assisted by long-time associates, Marilyn Conroy, EVP of Sales, and Judy Parker, SVP of Marketing. DMI has also forged a strategic alliance with The Brandman Agency, one of New York's premier luxury travel and tourism firms, who will assist clients from a public relations perspective. DMI is headquartered in New York City and has offices in Orange County, California. For more information, visit www.davidmorrisintl.com or call (714) 619-3751.

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