

MLT Vacations launches new loyalty recognition program for top travel agents

Top-producers shine bright like a Diamond

ATLANTA (March 12, 2014) – MLT Vacations, a leading U.S. provider of world-class, tailored vacation packages, announces the launch of a new loyalty recognition program for its top-producing travel agent partners.

Known as the MLT Vacations Diamond Program, the new program replaces the previous STAR program and rewards travel agency owners for their strong sales, loyalty and dedication to MLT and its brands.

“The new Diamond Program is more robust, more dynamic, and is based on recommendations from travel agency feedback and surveys, competitive analysis and internal focus groups,” said MLT Vacations President John Caldwell. “We felt strongly that simply tweaking the previous program would not be sufficient. The new program reflects our ongoing appreciation of and commitment to our top-producing travel agency partners.”

The Diamond program is another step toward MLT Vacations’ closer alignment with its parent company, Delta Air Lines. The new program leverages airline resources, unique to MLT Vacations, to offer more meaningful rewards to its top-earning travel agent partners.

Some of the benefits for travel agents that achieve Diamond-level status with MLT Vacations include:

- Exclusive discounts and savings that can be passed along to clients
- Personal travel benefits including hotel discounts and complimentary air
- Diamond-only recognition trips
- Listing on the travel agency locators on Delta Vacations and Aeromexico Vacations consumer websites
- Advanced notification of training opportunities, including MLT University
- Invitations to partner/supplier events

The Diamond Program features three levels: Diamond, Diamond Preferred and Diamond Elite. Each level has a threshold based in part on annual revenue and year-over-year growth.

“The previous program only had two levels,” said Caldwell. “Having a third category not only allows us to better reward our top-producing accounts; it also provides us with higher levels of engagement with entry-level Diamond accounts and growth accounts.”

In cooperation with Delta and its strategic partners, including Air France, Alitalia and Aeromexico, MLT Vacations brings its travel agent partners and their clients superior levels of service, the lowest airfares, more ways to earn award travel, and a lowest price guarantee for their vacation packages.

For more information, travel agents can visit www.worldagentdirect.com or call 1-800-727-1111.

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About MLT Vacations - MLT Vacations, a wholly-owned subsidiary of Delta Air Lines (NYSE: DAL), is one of the largest providers of vacation packages in the United States. The company manages brands including Delta Vacations, in partnership with Air France Holidays and Alitalia Vacations, and Aeromexico Vacations. MLT Vacations offers its customers convenient one-stop shopping for quality, tailored vacation packages that are competitively-priced and combine Delta Air Lines and its strategic partners’ flights with stays at more than 4,000 hotels and resorts worldwide, and a broad selection of sightseeing excursions and activities. For travel agents wishing to access the full scope of MLT Vacations product offerings, please visit www.worldagentdirect.com.