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***AVIAREPS and CircleSolution Consultants
merged in the UK market***

London subsidiary renamed into AVIACIRCLE

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AVIAREPS AG, the multi-national affiliated group specializing in aviation and tourism management (not to be confused with UK-based Aviareps Plc.), recently acquired the majority interest of the reputable tourism marketing company CircleSolution Consultants Ltd., to strengthen its market position in the United Kingdom. As part of the alliance, the subsidiary based in London will act in the market under the new name AVIACIRCLE, Ltd and provide integrated tourism and airline sales representation, marketing and public relations services.

With offices in over 30 countries worldwide, AVIAREPS gains an important position in the destination marketing field in the UK by merging with CircleSolution Consultants Ltd.. The tourism marketing company has been active in this market since 2001. CircleSolution employs five staff members and the current client portfolio includes among others Ontario Tourism, Palm Beach County; Florida, New York State Division of Tourism and Ecuador Ministry of Tourism. CircleSolution Consultants Ltd. has a sister office in Munich (Germany), which is not included in the recently completed agreement.

Thomas Drechsler, COO Tourism at AVIAREPS, is confident that through this cooperation, the company's destination marketing division will be strongly represented in the UK market. *"The UK is one of the top 3 tourism spenders in Europe – behind Germany but ahead of France. It was a strategic decision for us to have a strong presence in all Continental European markets now also including the UK"* states Thomas Drechsler, COO Tourism at AVIAREPS.

"We are delighted to be joining forces with such a strong partner in the UK. This merger with CircleSolution Consultants puts AVIAREPS in a position to fully exploit the potential of the UK market to the benefit of our existing and future clients," adds Michael Gaebler, Chairman and CEO of AVIAREPS.

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About AVIAREPS

Founded in Germany in 1994 with an extensive office network in over 30 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 80 airlines and up to 90 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also avail themselves of services by the company's successful public relations, advertising, IT solutions, financial services and airport marketing divisions. For further information, please visit www.aviareps.com or follow us on twitter at http://twitter.com/Aviareps_Group .

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