



Murphy's - Ambassatours Merger Creates Canada's Largest Sightseeing Tour Company

Halifax, Nova Scotia (August 13, 2014) — Atlantic Canada's premiere motor coach and tour company, Ambassatours Gray Line, has announced that it will welcome Murphy's The Cable Wharf into its company fold, effective immediately.

Ambassatours Gray Line President & CEO, Dennis Campbell, along with longtime Murphy's CEO, Jeff Farwell, made the announcement today at Murphy's waterfront restaurant in Halifax.

"This merger establishes us as Canada's largest and most diverse sightseeing tour company and provides us with a dynamic foundation for growing new markets", said Dennis Campbell, "Murphy's legacy of creating and delivering outstanding guest experiences completely harmonizes with our company's philosophy and focus."

"Gray Line Halifax has done an incredible job of creating memorable destination experiences and is now unique among our worldwide Gray Line companies: offering both amphibious and tall ship tours, as well as antique double decker and motorcoach tours," said Brad Weber, CEO Gray Line Worldwide, "This merger is a huge accomplishment and a very welcome addition to the Gray Line product offering of over 3,500 tours and experiences in 200 cities around the world."

"We are very excited to bring these two companies together," said Jeff Farwell, Murphy's CEO, who has lead the growth of Murphy's over the past 10 years, "Dennis and I, as industry leaders, are both optimistic and energized about the continued growth and vitality of tourism in the region. We look forward to keeping Atlantic Canada in the tourism spotlight as we continue to innovate and grow our business together."

Murphy's established fleet of vessels deliver a wide range of Halifax harbour tour experiences aboard eleven vessels for groups and individuals. Well-known vessels include: Theodore Tugboat, Harbour Hopper, Mar, The Tall Ship Silva, and the Harbour Queen. Ambassatours Gray Line (known as the "Company With The Kilts"), operates Peggy's Cove sightseeing tours, Halifax's Big Pink double-decker tours, cruise ship shore excursions, and customized charter bus services cross Canada and the USA. Both companies successfully cater to leisure, corporate, sport and cruise markets regionally and nationally.

Under the Ambassatours umbrella, Murphy's businesses (tour boats, restaurant and gift shops) will continue to operate under their well-established brands from their historic Cable Wharf location on the Halifax waterfront. This merger makes Ambassatours Gray Line the largest sightseeing tour company in Canada with over 400 employees.

As Ambassatours Gray Line, the new merger will have Dennis Campbell as CEO and Jeff Farwell as President (and majority shareholders), with employees Sean Buckland and Mary Dempster as minority shareholders.

For more information about Ambassatours Gray Line or Murphy's The Cable Wharf, please visit the websites at www.ambasstours.com and www.mtcw.ca.

For RADIO

Murphy's & Ambassatours Merge To Become Canada's Largest Sightseeing Tour Company

In tourism news today: Murphy's The Cable Wharf is merging with Halifax-based tour company, Ambassatours Gray Line. In Halifax, Ambassatours offers double decker bus tours, as well as city sightseeing tours of Peggy's Cove and Lunenburg, as well as charter bus services to groups. Murphy's brands and tour experiences will be retained with the merger, including: the Mar II, The Silva, Theodore Tugboat and the Harbour Hopper. Both companies (each operating successfully for over 30 years) serve leisure, corporate, sports and cruise markets in the Maritimes and across Canada. This merger will make Ambassatours Gray Line the biggest sightseeing tour company in Canada.

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About Ambassatours Gray Line

Ambassatours Gray Line is Atlantic Canada's premier tour company, and one of Canada's largest tour operators. Ambassatours operates land and water-based sightseeing throughout Nova Scotia, New Brunswick and Prince Edward Island. Ambassatours also services the charter market throughout Atlantic Canada and enjoys first billing as the top service provider of shore excursions to all major cruise lines entering Halifax, Sydney, Charlottetown and Saint John. The company provides charter bus services across Canada and throughout the United States, operating a fleet of over 70 highway coaches, mini-buses, executive and business-class motor coaches, novelty British Routemaster double decker buses. Under the Murphy's brands, the company operates Halifax's most popular water-based tours aboard the two sailing vessels (Mar II and Silva) as well as Theodore Tugboat, the Harbour Hopper and three other popular tour boats. Ambassatours' created the very successful Big Pink Sightseeing Tours concept which contributes a portion of proceeds annually to Canadian Breast Cancer Foundation. Ambassatours was also an original founder of the "Idle Free" movement, which has been since been adopted by bus companies across the country. Ambassatours Gray Line, and its Murphy's brands, have been offering tours and sightseeing in Atlantic Canada since the mid-80s.

NOTE:

Ambassatours CEO, Dennis Campbell, and President, Jeff Farwell, will be available for interviews at Murphy's Restaurant, 1751 Lower Water St, Halifax, NS from 10:30 to noon on Wednesday, Aug 13.

For additional press photos or to arrange an interview, contact:

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