

## CRUISEONE® EXTENDS BOOKING WINDOW FOR EXCLUSIVE “BOOK NOW, PAY LATER” PROMOTION

*Nation’s Leading Cruise Retailer to Continue Fronting Deposits on Bookings Made by March 31<sup>st</sup>*



Nowhere else can you buy  
**YOUR DREAM CRUISE today**  
with no deposit required

**Ft. Lauderdale, Fla. – February 28, 2012** – CruiseOne® today announced that based on consumer demand, the company will be extending a popular promotion that makes planning a dream vacation easier – and more affordable – than ever before. In celebration of the company’s 20<sup>th</sup> anniversary this year, CruiseOne® earlier this month unveiled its “Book Now, Pay Later” offer, waiving deposits for travelers booking 2012 cruises.\*

So how does it work? CruiseOne® will front cruise deposits through March, letting proactive travelers book a trip now with no money down. Deposits can be paid back at the time of final payment.

The “Book Now, Pay Later” promotion is the first announcement as part of CruiseOne’s new anniversary-themed campaign. Additional offers will be revealed throughout 2012, in appreciation of travelers’ loyalty over the past 20 years.

**To begin planning a dream vacation with CruiseOne®, log onto [www.CruiseOne.com](http://www.CruiseOne.com) or contact a local CruiseOne® Independent Vacation Specialist.**

### **About CruiseOne®:**

CruiseOne®, the nation’s largest home-based franchise travel agent network as part of World Travel Holdings (WTH), was founded in 1992. The company has relationships with every major cruise line and many tour operators and as a result, offers consumers the lowest possible prices. CruiseOne® is consistently recognized for its efforts, including being named Royal Caribbean’s “Partner of the Year,” Celebrity Cruises’ “National Account Partner of the Year” and Carnival Cruise Line’s “Travel Partner of the Year.”

A proud member of the International Franchise Association (IFA), MinorityFRAN, and VetFRAN, CruiseOne® is consistently ranked as a franchise leader, including being named to *Entrepreneur* magazine’s “Top 500”, *Forbes* magazine’s “Top 20 Franchises to Start,” the Franchise Market’s “Top 100 Companies,” and *FranchiseBusinessReview*’s “Top Low-Cost Franchises.” The company was the only travel industry company named to *G.I. Jobs* magazine’s 2012 Military Friendly Franchises® list, which represents the top 10 percent of the nation’s franchises that are doing the most to support military veterans.

*\* Advanced deposit cap is \$500 per cabin. Not applicable on group bookings, river cruises or land vacations. Combinable with most cruise line sales, including military rates, but may not be combined with restricted/non-refundable cruise line promotions. Travel must be booked at least 100 days before departure and fulfilled by December 31, 2012.*

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