

CRUISEONE® LAUNCHES 2012 ANNIVERSARY SALE WITH EXCLUSIVE “BOOK NOW, PAY LATER” PROMOTION

Nation’s Leading Cruise Retailer Says “We’re Celebrating, Come Cruise with Us!”; Will Front Deposits for Travelers Booking Cruise Vacations by February 29th



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

Ft. Lauderdale, Fla. – February 7, 2012 – CruiseOne® today announced the debut of a groundbreaking new promotion that makes planning a dream vacation easier – and more affordable – than ever before. In celebration of the company’s 20th anniversary this year, CruiseOne’s “Book Now, Pay Later” offer waives deposits for travelers booking 2012 cruises.*

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

“We realize that upfront costs can deter travelers from planning their vacations in advance,” said Dwain Wall, Senior Vice President and General Manager of CruiseOne®. “By paying deposits for our customers through this promotion, we hope we are alleviating any stress and bringing the excitement back to the vacation planning process!”

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 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, the company is consistently ranked in major editorial awards including *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.”

** 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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