

CRUISEONE® & CRUISES INC.® CELEBRATE ACCOMPLISHMENTS, PROJECT CONTINUED GROWTH DURING FINAL DAYS OF 2012 NATIONAL CONFERENCE

More Than 700 Attendees Took Part in October 14-21 Keynotes, Workshops and Networking Events; Weeklong Fundraising Initiative Sets Record, Raising More Than \$60,000 for Make-A-Wish®



Fireworks Illuminate the Sky During the 2012 CruiseOne® & Cruises Inc.® National Conference, Held October 14-21 Aboard Disney Dream

Ft. Lauderdale, Fla. – October 30, 2012 – As the 2012 CruiseOne® & Cruises Inc.® National Conference came to a close, the sister companies looked ahead to an exciting year filled with innovative product rollouts and out-of-the-box creative marketing campaigns. Ending their annual continuing education event on a high note, CruiseOne® & Cruises Inc.® also announced that they will ‘break away’ for their 2013 National Conference, setting sail on *Norwegian Breakaway* during its highly-anticipated inaugural season.

“Part of our mission is to provide interactive continuing education opportunities to our franchisees and independent contractors, which this year, has included yet another game-changing National Conference,” said Dwain Wall, Senior Vice President and General Manager of CruiseOne® & Cruises Inc.®

After four days of interactive sessions on land, the group set sail on the high seas and enjoyed a ‘Pirates of the Caribbean’ party and costume contest, complete with fireworks and an exciting stage show. Also in the final days of the companies’ first-ever joint land and sea National Conference, attendees participated in a motivational keynote presentation by Jon Wolske, the culture evangelist for Zappos! A variety of fundraising activities – including the Castaway Cay 5k and a sand castle-building contest – benefitted the companies’ charitable partner, Make-a-Wish. In total, the week’s activities raised more than \$60,000 for the foundation.



This year’s CruiseOne® & Cruises Inc.® National Conference welcomed more than 750 franchisees and independent contractors, supplier partners and industry VIPs. The dynamic, weeklong continuing education program took place October 14 to 21, with four nights at Walt Disney World’s Coronado Springs Resort and three nights aboard *Disney Dream*.

Marking the companies’ 20th and 30th anniversaries, respectively, this year’s National Conference included interactive general sessions, sales-building workshops, power networking opportunities and more. The annual event featured an impressive roster of industry speakers, with presentations and workshops designed to help franchise owners and agents grow their businesses.

As the event came to a close, CruiseOne® & Cruises Inc.® – together with executives from Norwegian Cruise Line (pictured left, House of Blues) – announced that the 2013 National Conference will take place aboard the new *Norwegian Breakaway*.

“The curriculum for our 2012 National Conference focused on ways agents can raise the bar in 2013,” said Wall. “What better place to gauge our success this time next year, than onboard one of the most innovative ships to ever hit the water, *Norwegian Breakaway*?”

To become part of CruiseOne or Cruises Inc., including the opportunity to sail onboard *Norwegian Breakaway* for the companies’ 2013 National Conference, visit www.CruiseOneFranchise.com or www.SellCruises.com.

About CruiseOne® & Cruises Inc.®:

CruiseOne®, the nation's largest home-based franchise travel agent network, was founded in 1992. Cruises Inc.®, the original cruise travel host agency, was founded in 1982. Together, the companies’ 1,200+ agents are part of World Travel Holdings (WTH), one of the nation’s top travel retail networks. CruiseOne® & Cruises Inc.® are industry leaders, providing agents with innovative support, training, marketing and technology programs to successfully grow their business. The companies have relationships with every major cruise line and many tour operators and as a result, offer the highest commissions in the business. Both are consistently recognized for their 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 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."

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