

WORLD TRAVEL HOLDINGS RECOGNIZED AS ONE OF THE "50 MOST ENGAGED WORKPLACES™" IN THE UNITED STATES

Wilmington, MA – August 23, 2011 – World Travel Holdings (WTH) – the nation's largest cruise retailer including CruiseOne, Cruises Inc., Cruises Only, Cruises.com and other leading brands – today announced it has been named one of the "50 Most EngagedWorkplaces™" in the United States by I Love Rewards. This annual recognition rewards top employers for their effort to innovatively engage employees.

"At World Travel Holdings, we pride ourselves on employee engagement – not for the purpose of winning awards, but because we know that employee engagement leads to long-term retention, loyalty, performance and a positive corporate culture," said Debbie Fiorino, SVP of Human Resources at WTH. "We work to ensure every employee has a voice and encourage employees at all levels to make contributions towards the success of our collective goals."

WTH carries out a variety of ongoing employee engagement initiatives, including quarterly town halls for employees to give feedback to senior leaders and share ideas in an open forum. The company also holds monthly "Desserts and Discussions" sessions, where presentations are broadcast virtually to other offices and home-based employees. Participants are invited to attend, have dessert and take part in timely discussions. Another key employee program is the "Overboard Award Program", where employees at any level can personally recognize one another in real-time for exemplifying WTH's mission statement – to *deliver a remarkable experience*.

Finally, WTH features its own ongoing internal awards program, including an annual award given to an employee who most exemplifies the company's culture (Horizon Award), free cruises to the top 25 sales producers (Navigator Awards) and Service Awards which include financial and travel incentives to employees reaching various tenure levels.

"More employers are realizing that the most successful organizations are those that invest in employee engagement," said Razor Suleman, CEO and Founder of I Love Rewards. "We're thrilled to honor those companies that are truly committed to creating positive, thriving work environments."

The "50 Most Engaged Workplaces™" Awards were determined by a panel of esteemed judges, who evaluated applying companies on how they demonstrate the Eight Elements of Employee Engagement™. The Eight Elements of Employee Engagement™ include Communication, Leadership, Culture, Rewards & Recognition, Professional & Personal Growth, Accountability & Performance, Vision & Values and Corporate Social Responsibility.

WTH will be honored alongside other recipients during an awards gala on October 26, 2011 at the W Hotel in San Francisco, California.

About World Travel Holdings

World Travel Holdings (WTH) is the world's leading cruise agency and award-winning leisure travel company with a portfolio of more than 30 diverse brands. In addition to owning some of the largest brands distributing cruises, villas, hotels and luxury travel services, WTH has a vast portfolio of licensed private label partnerships comprised of top leisure travel providers, almost every U.S. airline, leading hotel brands and prominent corporations. The company's home-based division operates a top-rated travel agency franchise and the country's original host agency. Its global presence in the United Kingdom includes operating two cruise agencies and multiple private-label brands. WTH has offices in Long Island, NY, Wilmington, Mass., Ft. Lauderdale and Orlando, Fla., Virginia Beach, Va., and Chorley, United Kingdom. For more information, visit WorldTravelHoldings.com.

About I Love Rewards

I Love Rewards is an employee recognition solution that helps companies recognize brilliant performance and empowers employees to choose their own rewards. Unlike traditional service award programs, I Love Rewards creates authentic moments of recognition that resonate with workers of every generation. I Love Rewards' clients include 3M, Eli Lilly, Marriott, ConAgra Foods and Health Now. For more information, visit www.iloverewards.com.