

CRUISEONE STIRS EXCITEMENT AT THIS YEAR'S CLIA TRADESHOW!

Ft. Lauderdale, Florida - April 2, 2007 – CruiseOne, the leading cruise agency franchisor, recently participated in the third annual cruise3sixty conference. The company, founded in 1992, currently has close to 500 franchisees throughout North America and is the recognized leader in the development of unique technology and marketing programs on behalf of its franchise members.

According to Gene Brezenoff, Director of Franchise Development, CruiseOne now offers reduced cost conversion franchises to experienced cruise agents. "We have not been active in the conversion franchise segment over the years but recognize that this is a fast growing market. We are focused on quality, not quantity and therefore have established some very specific eligibility guidelines for prospective agents who wish to join CruiseOne. Depending on verified sales volume and experience, conversion franchises will be offered at a significantly reduced cost and include initial and ongoing training and the full range of support and tools that current franchise owners utilize. While the majority of our existing members are home-based, we certainly welcome qualified brick and mortar cruise-only agencies to consider this opportunity."

The CruiseOne™ system offers its franchise owner a single source solution to sales, marketing and automation. CruiseControl the company's proprietary 24/7 reservation and customer management system, is a product of more than 10 years of development and an investment of more than \$10 million dollars. The entire "back office" system was designed specifically for use by the end user (franchisees). In addition franchise owners have access to a robust suite of tools including on-line reservation connectivity with the cruise lines, a comprehensive e-commerce initiative that includes multiple web sites, hosted e-mails, on-line direct mail program and CruiseCreate™.

See a comprehensive review of the franchise conversion program available via a 3 - minute online movie at www.CruiseOneBusiness.com or by calling 888-845-9452.

About CruiseOne

With more than 500 locations coast to coast, CruiseOne prides itself on providing attention to detail and expert advice to every customer. Each independently owned and operated business combines the latest technology with old-fashioned customer service. The automated best fare search program enables cruise specialists to identify excellent values on all major cruise lines.

CruiseOne specialists are experts in both group and individual cruise sailings. Programs ranging from family reunions at sea and honeymoon cruises to corporate meetings, incentives, and ship charters are handled courteously and professionally. Consistently ranked by Entrepreneur Magazine as a Top 500 Franchise, the company has been franchising since 1992. CruiseOne has received numerous awards and a top-ranking status by all the major cruise lines. To contact your independent CruiseOne cruise specialist, visit www.cruiseone.com or call 1-800-CRUISE-NOW.

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.