

CruiseOne® Certified as a World-Class Franchise By The Franchise Research Institute

LINCOLN, NE (April 17, 2014) – CruiseOne® has received World-Class Franchise® certification from the Franchise Research Institute®.

The recognition comes after an independent survey conducted by the Franchise Research Institute, in which 70.6 percent of a research control group of 300 CruiseOne franchisees participated.

“One of the most important means of creating and maintaining a truly successful franchise system is to meet or exceed the expectations of its franchisees,” says Jeff Johnson, founder and CEO of the Franchise Research Institute. “A key step in this process is to obtain open, honest feedback from franchisees through confidential, third-party research. CruiseOne was not afraid to ask their franchise owners tough questions, and their high marks provide scientific proof that they are consistently meeting franchisees’ needs.”

The survey asked CruiseOne’s franchise owners to rate their franchisor through a series of questions in categories such as overall quality, growth potential, support and communication.

Among the responses received from CruiseOne’s franchisees:

- 93% gave a positive rating to the overall quality of the franchisor.
- 91% agreed they are committed to a positive long-term relationship with their franchisor.
- 90% gave a positive grade to the initial training supplied by the franchisor.
- 96% gave a positive grade to the ongoing training and support supplied by the franchisor.
- 92% agreed their franchisor responds in a timely way to their questions and minor problems.
- 96% gave a positive rating to the overall communication between home office personnel and franchisees.

According to Johnson, “CruiseOne understands the importance of the partnership between franchisor and franchisees, and relies on unbiased data to make decisions which help to maximize franchisee sales and profitability.” Further, CruiseOne’s willingness to share this ‘look behind the curtain’ provides a level of transparency in their franchise that is crucial for franchise candidates.”

“It is an honor to be the only franchisor in the travel industry included on the World Class Franchise list,” said Debbie Fiorino, senior vice president of CruiseOne. “We make it a top priority to give our franchisees all the tools, resources and education opportunities they need to be successful. As in any partnership, we rely on feedback from our franchisees, whether it is from surveys such as this or in our day-to-day communications to ensure we continue to exceed their expectations.”

CruiseOne’s franchise satisfaction results are available at:

www.WorldClassFranchise.com/CruiseOne

About CruiseOne®

Celebrating 22 years in business, the home-based travel franchise CruiseOne® is ranked in the top one percent of all franchises worldwide and is a member of the International Franchise Association. As part of World Travel Holdings, the world’s largest cruise retailer, CruiseOne franchisees are able to offer their customers the lowest possible pricing on vacations with its 100 percent “Best Price and Satisfaction Guarantee.” CruiseOne has received partner of the

year, a top-ranking status, by all the major cruise lines including Norwegian Cruise Line[®], Royal Caribbean International[®], Celebrity Cruises[®] and Carnival[®] Cruise Line. For more information on CruiseOne, visit www.CruiseOneFranchise.com. Like CruiseOne on Facebook at www.facebook.com/CruiseOneFranchise, and follow us on Twitter at @CruiseOneBiz.

About the Franchise Research Institute[®]:

Franchise Research Institute[®] was founded in 2002 to study and promote franchise excellence. As a full-service research firm focused on franchising, we perform franchisee opinion research in the U.S. and internationally. Existing franchisees (as consumers of the franchise system) can evaluate their franchise as a business opportunity. World-Class Franchise[®] opportunities must demonstrate that they are endorsed by their franchise owners through scientific, confidential, third-party surveys.

Current World-Class Franchise opportunities include:

Archadeck
Auntie Anne's
BrightStar Care
City Wide Maintenance
Color Glo International
ComForcare Senior Services
Comfort Keepers
Express Employment Professionals
Express Oil Change & Tire Engineers
FASTSIGNS
Focus Brands International
The Interface Financial Group
Liquid Capital
Miracle-Ear
Money Mailer
Mosquito Squad
Outdoor Lighting Perspectives
Pop-A-Lock
Renew Crew
Schlotzsky's
Spherion Staffing Services
Spring-Green Lawn Care