

REGIONAL TRAINING PROGRAM GIVES CRUISEONE® AND CRUISES INC.® AGENTS COMPETITIVE EDGE

More agents attending trainings and seeing increased sales

Ft. Lauderdale, Fla. (April 18, 2013) – CruiseOne® and Cruises Inc.® – which are part of World Travel Holdings, one of the nation’s leading travel retail networks – today announced a 23 percent increase in sales among agents who participated in the companies’ award-winning training programs. And, with vacation specialists seeing the value in continuing education, attendance has nearly doubled at the regional trainings with approximately 80 attendees at each of the first two seminars in Galveston, Texas and New York.

“We are dedicated to making our vacation specialists the best and most knowledgeable in the industry,” said Drew Daly, vice president of sales performance for CruiseOne and Cruises Inc. “Our regional training events provide a platform for agents to share best practices and learn more about the industry, which are essential tools in growing their business. In addition, it gives the team from our corporate office the opportunity to interact and stay connected to the agents in the field and have fun.”

Regional training sessions, held throughout the year across the U.S., last two to three days and are free to CruiseOne franchisees and Cruises Inc. vacation specialists. The sessions provide education on the cruise and travel industries, business development strategies, supplier product overviews and ship inspections. Specific curriculum includes vendor training, marketing and public relations, system and technology training, sales and product training, agent best practices and knowledge sharing.

“Headquarters did a great job presenting pertinent information and trying to find an angle we might not have considered or known about before,” said Diane Minnich, CruiseOne franchisee who recently attended the New York regional training. “We had agents that have been with us for only a couple weeks and many who have been around for quite some time. It was wonderful to see the new agents ask questions, but also provide information from a different perspective. It was worth the eight-hour drive.”

The next training event already has more than 100 agents registered and will take place in Fort Lauderdale, Fla. in mid-May. The annual regional training series will conclude with events in Chicago and Los Angeles.

“Regional training provides an opportunity to meet and interact with other agents, collaborate on best practices and hear from industry experts on current trends in their own backyard,” said Dustin Jones, training manager.

To learn more about owning a franchise with CruiseOne visit www.CruiseOneFranchise.com. To become part of the Cruises Inc. family, visit www.SellCruises.com.

About CruiseOne® and Cruises Inc.®

CruiseOne® and Cruises Inc.® are part of World Travel Holdings, one of the nation’s leading travel retail networks. With a mission of delivering a remarkable experience, vacation specialists at both brands use cutting edge technology and strong relationships with every major cruise line

and many tour operators to provide consumers the lowest possible pricing on cruise and land vacations. For more information, visit www.CruiseOneFranchise.com or www.SellCruises.com.

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