

## **WORLD TRAVEL HOLDINGS MAKES INNOVATIVE ENHANCEMENTS TO TRAVEL INSURANCE PROGRAM**

### ***Nation's Leading Travel Distributor to Offer Comprehensive Cancellation Policy – Including Job Loss and Cancel for Any Reason – on Cruise, Hotel and Villa Bookings***

**Woburn, MA – April 21, 2009** – World Travel Holdings (WTH), the nation's leading multi-brand travel distributor, today announced it has enhanced its company-wide travel insurance program so that consumers can enjoy a worry-free cruise, hotel or villa vacation. All WTH brands are offering the new policy, making it the most comprehensive integrated trip cancellation insurance available today. The new program was created after a positive response to the February launch of "CruiseAssurance," a job loss cancellation policy rolled out by CruiseOne and Cruises Inc., WTH's home-based cruise division.

"It is imperative that travel providers continue revamping their insurance programs so that as we ride out this economic storm, consumers can enjoy their right to book a vacation with peace of mind," said Brad Tolkin, Co-Chairman and Co-CEO of World Travel Holdings. "After rolling out 'CruiseAssurance,' we saw an immediate uptick in consumer confidence, realizing bookings from those who were on the fence."

With the new WTH insurance, consumers booking various types of travel can cancel for job loss including lay-off or furlough, with a full refund\*. In addition to CruiseOne and Cruises Inc., the protection is now valid on bookings through Cruises Only, Vacation Outlet, Cruises.com, Luxury Only and Cruise411.

WTH has also enhanced its insurance program with Villas of Distinction (the company's exclusive private villa brand). Consumers can now cancel for any reason, receiving a 50% reimbursement on their villa vacation investment. This marks the first time a comprehensive cancel for any reason insurance has been available to luxury villa travelers.

"In today's economy, we know that eliminating consumer doubt is crucial to our continued growth and success," said Tolkin. "We've seen an impact already with 'CruiseAssurance,' which is why we are now expanding that concept beyond cruise vacations into other segments of travel."

#### **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](http://WorldTravelHoldings.com).