

## **CruiseOne & Cruises Inc. Name Travel Industry Veteran To Top Marketing Position**

*Steven Hattem Joins Leading Cruise Franchisor and Host Agency Network as Vice President of Marketing*

**Ft. Lauderdale, Fla., May 24, 2007** – CruiseOne, a leading U.S. franchise operation of more than 500 independent cruise-only travel professionals, and Cruises Inc., the nation's original host agency network with more than 500 independent contractors, have named travel and cruise industry veteran Steven Hattem to the position of Vice President of Marketing.

Based in the company's Ft. Lauderdale office, Hattem will be responsible for developing and executing strategic marketing plans, online strategies, and business development activities to increase brand awareness and cruise sales among consumers via the CruiseOne and Cruises Inc. independent distribution network. As part of World Travel Holdings (WTH), one of the nation's largest online and offline leisure travel companies, CruiseOne and Cruise Inc. combine tremendous industry buying strength with the personalized touch of local cruise specialists, ensuring that customers receive the best deals and superior service. CruiseOne and Cruises Inc. offer customers the choice to plan and purchase their cruises online using industry-leading dynamic packaging technologies or offline via highly experienced cruise vacation consultants.

"The cruise specialist membership of CruiseOne and Cruises Inc. has always delivered real expertise and award-winning service to cruisers," said Vivian Ewart, Senior Vice President of CruiseOne and Cruise Inc. "Steven brings a wealth of experience in travel distribution and technology to this organization. Through his efforts to develop and execute creative, impactful marketing activities, more current and potential cruise consumers than ever will recognize the value and expertise that CruiseOne and Cruises Inc. professionals have to offer in planning their perfect vacation at sea."

Prior to joining CruiseOne and Cruises Inc., Hattem served as the Managing Director for SinglesCruise.com, a division of Carlson Leisure Group. He directed and managed all marketing, sales, reservations, public relations, group logistics, and operations for the niche online travel company that is now the nation's largest and most successful cruise operator for singles. Prior to his tenure at SinglesCruise, Hattem managed the North American marketing strategy and efforts for the cruise segment at Amadeus, a \$1.5 billion global information technology company serving the travel industry. Over the past 20 years, Hattem has also served the travel and tourism industry in various marketing positions at other companies including Oceania Cruises, Lodging.com, Value Rent-A-Car, and Norwegian Cruise Line. Hattem is a graduate of San Diego State University.

### **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](http://www.cruiseone.com) or call 1-800-CRUISE-NOW.

### **About Cruises Inc.**

Operating for more than 20 years, Cruises Inc. has more than 500 independent contractors worldwide. The original and most successful host agency program in the cruise travel business, Cruises Inc. arms agents with the industry's leading booking technology, comprehensive training and world-class marketing tools. For more information on Cruises Inc., visit [www.cruisesinc.com](http://www.cruisesinc.com) or call toll-free (888) 218-4228.

**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).