

## CRUISEONE® LAUNCHES NEW CONSUMER WEBSITE, PROVIDING INTERACTIVE VACATION PLANNING EXPERIENCE

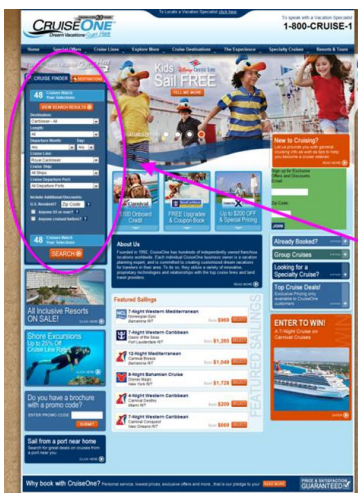
*Innovative Features Include Streamlined Shopping Process, Enhanced “Cruise Finder” Dynamic Search Tool, Creative Display of Cruise Line and Resort Promotions and More*

**Ft. Lauderdale, Fla. – June 6, 2012** – In conjunction with the company’s 20<sup>th</sup> anniversary, CruiseOne® – one of the nation’s top travel retailers as part of World Travel Holdings (WTH) – unveiled today a completely revamped consumer website with new interactive features and enhancements, providing an improved online experience. Featuring a more visually appealing design, the user-friendly site now offers an enhanced “Cruise Finder” dynamic search tool, a new shopping process and the creative display of cruise line and resort promotions, taking online travel planning to an entirely new level.



“Our new website (pictured above) streamlines the vacation planning process with a multitude of new features and innovative options,” said Dwain Wall, Senior Vice President and General Manager of CruiseOne®. “The look and feel, design and enhanced search options have been revamped based on agent and consumer feedback. While our agents are committed to providing personalized service to their customers, we understand that many of today’s travelers look online first and need a comprehensive resource for vacation planning.”

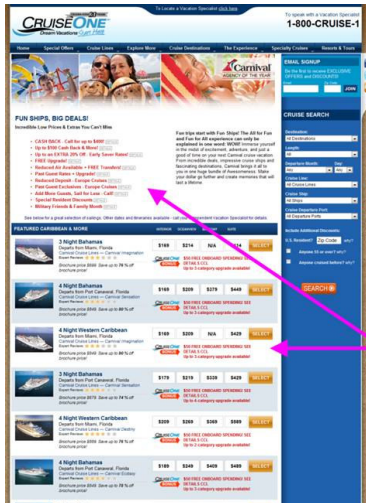
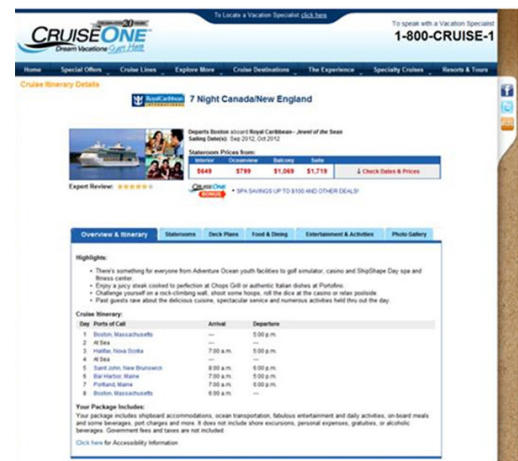
The new website features brand color schemes and language that align with the company’s new logo and tagline, which were rolled out in late 2011. Although there are many enhancements, three of the most notable feature updates include the “Cruise Finder” dynamic search tool, a new shopping process and the creative display of cruise line and resort promotions. Additional details on new and enhanced features are below:



**“Cruise Finder” Dynamic Search Tool (pictured left):** With this feature, when a consumer makes a selection from a dropdown box within the Cruise Finder, the other dropdown boxes automatically update with the available options, ensuring that vacation shoppers will *always* find a relevant search result – this mirrors the way in which consumers are used to viewing information when shopping online.

**New Shopping Process:** The shopping process has been streamlined, as has the itinerary search process, making the online vacation planning experience easier and more enjoyable than ever.

**“Cruise Research” Information Page (pictured right):** Serving as an educational resource for consumers, an information page has been added to the booking process. The customer will arrive at a “Cruise Research” page, which includes tabs that feature cruise highlights, itinerary information and links, stateroom descriptions and photos, deck plans, information on restaurants, bars and entertainment onboard and a new and improved photo gallery to help customers plan their ideal vacation.



**Creative Display of Real-Time Cruise Line and Resort Promotions (pictured left):** CruiseOne® has incorporated real-time supplier promotions into each page of the site. As consumers search itineraries, they will have access to the best possible pricing, including all cruise line, WTH, CruiseOne® exclusive offers and national promotions with available options – including onboard credits, prepaid gratuities, free shore excursions and more. Each offer will be displayed throughout all cruise line, destination and landing pages within an agent’s website, allowing for consumers to shop and compare amongst the various cruise options.

“Today’s tech-savvy consumers should not have to choose between booking online and working with a travel agent,” said Wall. “While our sites have always allowed our customers to book online, by enhancing the site design, layout and content, we are offering the best of both worlds.”

To begin planning a dream vacation with CruiseOne®, log onto [www.CruiseOne.com](http://www.CruiseOne.com) or contact a local CruiseOne® Independent Vacation Specialist.

### About CruiseOne®:

CruiseOne®, the nation’s leading home-based franchise travel agent network, is this year celebrating its 20<sup>th</sup> anniversary in business. The company is part of World Travel Holdings (WTH), one of the nation’s top travel retail networks, and has relationships with every major cruise line and many tour operators. As a result, CruiseOne® offers travel agents the highest commissions possible, while offering consumers the lowest possible pricing. CruiseOne® is consistently recognized for its efforts, including being named Norwegian Cruise Line’s “Elite Travel Partner of the Year,” Royal Caribbean’s “Partner of the Year,” Celebrity Cruises’ “National Account Partner of the Year” and Carnival Cruise Line’s “Travel Partner of the Year.”

A proud member of the International Franchise Association (IFA), MinorityFRAN, and VetFRAN, CruiseOne® is consistently ranked as a franchise leader, including being named to *Entrepreneur* magazine’s “Top 500”, *Forbes* magazine’s “Top 20 Franchises to Start,” the Franchise Market’s “Top 100 Companies,” and *FranchiseBusinessReview*’s “Top Low-Cost Franchises.” The company was the only travel industry company named to *G.I. Jobs* magazine’s 2012 Military Friendly Franchises® list, which represents the top 10 percent of the nation’s franchises that are doing the most to support military veterans.