

WORLD TRAVEL HOLDINGS ADVANCES THREE SPOTS ON TRAVEL WEEKLY'S 2009 "POWER LIST" TO MAKE TOP 15

**Nation's Leading Retailer of Cruise Travel Now Ranked #14
Among Top 62 Industry Movers & Shakers**

Woburn, MA – June 25, 2009 - World Travel Holdings (WTH), a multi-brand travel distributor, today announced that it has jumped several spots to #14 on this year's *Travel Weekly* "Power List." Earning a coveted Top 15 spot for the first time, WTH was evaluated based on its \$675 million in sales and 700 employees. Co-founded by Brad and Jeff Tolkin in 2005, WTH is today the nation's largest retailer of cruise travel with owned brands CruiseOne, Cruises Inc., CruisesOnly and Cruises.com. The company also operates licensed and partner brands including Hotwire.com Cruises, Priceline.com Cruises, BJ's Vacations and others.

"World Travel Holdings is committed to making a continual investment in technology, marketing and training in order to consistently evolve and grow our business," said Brad Tolkin, Co-Chairman and Co-CEO of World Travel Holdings. "Our success is, in part, due to an aggressive growth strategy. However, it is also the result of 700 outstanding, passionate and dedicated employees. Our team is without a doubt the best in the business."

In addition to WTH's #14 ranking on the 2009 *Travel Weekly* "Power List," CruiseOne – the company's cruise travel franchise division – ranked #6 on the magazine's "Top 8 Franchisors" list for 2009.

"This recognition comes on the heels of a very exciting year for CruiseOne and its sister company Cruises Inc., with higher than ever recruitment numbers and numerous cruise line awards," said Tolkin. "We are confident that both will continue as frontrunners for years to come."

Travel Weekly is the national newspaper of the travel industry. The annual "Power List" ranks the nation's top travel retailers by the total dollar volume of annual sales and company size.

For more information about World Travel Holdings, log onto www.wth.com. For more information on CruiseOne, visit www.cruiseonefranchise.com or Cruises Inc., visit www.SellCruises.com.

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.