

CruiseOne & Cruises Inc. Invest \$1 Million To Upgrade Systems To Better Serve Members & Their Cruise Travel Customers

Ft. Lauderdale, Fla., July 16, 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 invested over one million dollars to completely upgrade their servers and systems in order to ensure smooth operations and faster response time to cruise customer requests.

"The speed of our new state-of-the-art infrastructure is sure to please our members and provide them with a more robust experience," said Sandi Szalay, Vice President, Information Technology. "Additionally, our upgraded hardware, software, and network will provide greater redundancy and scalability for the future growth of the business. Our system infrastructure continues to run at a category five hurricane resistant facility, which will protect our members and customer data and keep our booking systems and web sites operational even in the most severe weather, both during and after a major hurricane."

CruiseOne and Cruise Inc. have already spent over twenty million dollars in research and development on their proprietary system called Cruise Control. This system enables members' real-time access to the best cruise pricing available, and also includes a built-in CRM and back-office tools to ensure members the opportunity to better serve their customers. Known throughout the industry as the best-in-class system, Cruise Control was specifically built to serve the network of home-based professionals.

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. 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 from all of the major cruise lines. For more information, visit www.CruiseOneBusiness.com or call 1-877-Level-Play / 877-538-3575.

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 or call toll-free (888) 218-4228.TAKEOFF (1-800-825-3633).

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.