

CruisesOnly[®] and Loyal Customers Raise More Than \$29,000 to Benefit Make-A-Wish[®]

Customers Help Break Last Year's Fundraising Efforts

Wilmington, Mass. (August 14, 2013) – [CruisesOnly[®]](#), America's Largest Cruise Agency, and flagship brand in the World Travel Holdings portfolio of brands, announced today that it raised more than \$29,000 for the company's signature charity, [Make-A-Wish[®]](#) — a more than eight percent increase over last year's fundraising efforts.

The promotion, which ran from July 3-Aug. 1, 2013, included CruisesOnly donating \$5 for every cruise vacation booked, up to \$25,000, to Make-A-Wish and also gave customers the chance to make an additional \$5 donation.

This event not only had customers setting sail on a memorable journey, but more importantly, they were involved in raising money to help grant the wishes of children with life-threatening medical conditions.

"This is the third year that we have aligned with World Travel Holdings and its CruisesOnly brand on this promotion and it keeps getting better," said David Williams, president and CEO of Make-A-Wish America. "However, it wouldn't have been as successful without the support of the CruisesOnly customers. This significant donation will help wish kids around the country replace fear with hope as they battle their life-threatening medical conditions."

Most recently, World Travel Holdings helped Make-A-Wish Southern Florida grant the wish of 9-year-old Santiago from Miami. Diagnosed with a heart defect, Santiago's wish was to go on a cruise. Santiago and his family set sail on April 28, 2013, and it is a cruise vacation they'll never forget.

"It is exciting to see our customers rally behind this important fundraising event and support our efforts to help grant wishes," said Jeff Sherota, senior vice president of House Brands for World Travel Holdings. "I thank our team, travel professionals and especially our loyal customers for making this campaign such a success."

Make-A-Wish has been the signature charity for World Travel Holdings since July 2011. World Travel Holdings and its employees are dedicated to donating a minimum of \$100,000 every year.

For more information or to book a cruise vacation, visit [CruisesOnly](#) or call 1-866-552-1243. For information on how you can help grant wishes, visit [Make-A-Wish](#).

About Make-A-Wish[®]

Make-A-Wish[®] grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true can have positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illnesses, and their parents say these experiences help strengthen the entire family. Based in Phoenix, Make-A-Wish is one of the world's leading children's charities, serving children in every

community in the United States and its territories. With the help of generous donors and more than 25,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 38 minutes. It has granted more than 226,000 wishes since its inception in 1980; nearly 14,000 in 2012 alone. Visit Make-A-Wish at wish.org to learn more.

About CruisesOnly®

CruisesOnly, America's Largest Cruise Agency, is the premier cruise brand of World Travel Holdings. World Travel Holdings is the world's leading cruise agency and award-winning leisure travel company with a portfolio of more than 35 diverse brands. In addition to owning some of the largest brands distributing cruises, villas, hotels, resort vacations and luxury travel services, World Travel Holdings 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 also 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. World Travel Holdings has offices in Long Island, NY, Wilmington, Mass., Ft. Lauderdale and Orlando, Fla., Virginia Beach, Va., and Chorley, United Kingdom. For more information, visit <http://www.worldtravelholdings.com/>.

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