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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 from 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 (888) 218-4228.

About World Travel Holdings

With more than two decades of experience selling direct to consumers, World Travel Holdings (WTH) is a global leader in the travel industry. WTH's business model consists of its own well-recognized brands – CruiseOne, Cruises Inc., CruisesOnly, Vacation Outlet, Cruises.com, Villas of Distinction, Trips of Distinction, Island Hideaways, Creative Leisure, and Rooms.com as well as a wide array of private-label partner brands. *Forbes* listed WTH's cruise website as "Best of the Web" for three years in a row, and it's the only cruise site named to *Travel+Leisure* magazine's "Top 35 Travel Websites." WTH's vast portfolio of partner brands includes BJ's Vacations, Hotwire.com Cruises, Overstock.com Travel, Priceline.com Cruises, American Airlines Cruises, Continental.com Cruises, JetBlue Cruises, US Airways Cruises, and many others. For more information on WTH or its subsidiary brands, visit www.worldtravelholdings.com.

For more information, contact Vivian Ewart, Senior Vice President, CruiseOne and Cruises Inc., at 954-958-3700.

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