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CruisesOnly Offers Industry's Largest Number of Customer Cruise Reviews
Invaluable Content Helps Users Target Vacation Product That Meets Specific Needs & Expectations

Miramar, FL, October 11, 2007 — CruisesOnly, America's Largest Cruise Agency and World Travel Holdings' (WTH) premier cruise brand, announced today that it has launched the Internet's richest database of customer review content.

CruisesOnly.com provides a best-in-class website experience to over 650,000 unique visitors each month, and that experience has been significantly enhanced via the addition of functionality that allows customers to share cruise product reviews with other customers. As a result, visitors to CruisesOnly.com now enjoy access to the largest collection of cruise product information available on the Internet today – invaluable content that helps other website users target vacation product that meets their specific needs and expectations.

“Customer reviews will play a major role in helping us continue to deliver a premier online experience to our website users. CruisesOnly’s database of customer reviews is a valuable asset that differentiates us from every other cruise agency in the marketplace,” said Jeffrey Sherota, SVP, CruisesOnly/WTH. “More specifically, we provide the reader with the reviewer’s age bracket, number of previous cruises taken, the type of stateroom they traveled in, and whether or not they traveled with young children, older children, or no children. This allows the reader to match their demographic to our reviewer’s demographic.”

CruisesOnly’s customer review functionality provides the friendliest end-user interface, enabling content sharing in the most simple and convenient way possible. Upon returning from their vacation, CruisesOnly customers receive an email requesting feedback about their cruise, helping to ensure that all product reviews are current and credible. CruisesOnly’s distinctive “Authenticated Reviewer” labeling highlights all reviews received directly from CruisesOnly customers.

The screenshot shows a navigation bar with tabs: Ship Details & Itineraries, **Ship Reviews**, Photos & Tours, Staterooms, Public Areas, and Deck Plans. Below the navigation bar, there are links for Expert Review, Customer Reviews, and Write a Review. The main content area displays an 'Average Freedom of the Seas Rating' with five smiley face icons. Below this, there are sorting options (Most Recent, Positive, Negative, Helpful) and a page indicator (1 - 10 of 82 | Next 10 >). The review itself is titled 'Overall Rating: [5 smiley faces]' and is attributed to 'Barry G. from St.Petersburg,Florida' with a sailing date of 'Sep 2007'. The review text includes 'Pros: We like a big ship because there is so much to do.' and 'Cons: Nothing really'. A detailed paragraph follows: 'We were concerned with waiting in lines because of so many people, this was not an issue at all, for example we showed up 15 min early for the shows no problem, finding lounge chairs by the pool no problem even when we had to use tenders to get off the ship was not an issue. We felt the quality of the food has gone down a bit, but we would still go on the same ship again and RCCL.' To the right of the review text is a blue ribbon badge that says 'Authenticated Reviewer' and a table titled 'About the Reviewer:'.

| About the Reviewer: | |
|---------------------|---------------|
| Age: | 30 - 49 |
| Cruise Experience: | 4 - 6 cruises |
| Traveler Type: | Couple |
| Stateroom Type: | Balcony |

Anyone may post product reviews on the website, guaranteeing a breadth and depth of content, but “Authenticated Reviewer” labeling adds an extra layer of credibility and trust.

CruisesOnly.com’s homepage also features a “Top-Rated Ships” module. Updated quarterly, this unique feature highlights the company’s 20 top-ranked ships based on authenticated reviews and additional sources of customer feedback, including

overall satisfaction surveys and a baseline standard of negligible-to-no complaints. In addition to the module and over 6,000 customer reviews, CruisesOnly.com also features expert opinions as a result of its partnership with a highly credible, third-party source of professional reviews. An industry leader, this third-party content source has amassed one of the Internet's largest collections of professional cruise ship reviews, ensuring that visitors to CruisesOnly.com will never have to leave the website for an unbiased assessment.

About CruisesOnly / World Travel Holdings

CruisesOnly is the premier cruise brand of World Travel Holdings, a multi-brand travel distributor with executive offices in Port Washington, New York and corporate offices in Woburn, Massachusetts. For more than two decades, CruisesOnly has offered its customers the very best values and service, carefully matching each client with their ideal cruise vacation. The company's award-winning website features an extensive selection of sailings aboard the world's best cruise lines. Booking is completed online or via expert cruise agents available by telephone 24/7/365. CruisesOnly also offers customers a 110% Best Price Guarantee and an exclusive Satisfaction Guarantee. Visit www.cruisesonly.com for complete details.

For more information, contact Jeffrey Sherota, Senior Vice President of CruisesOnly/WTH via email at jsherota@nlg.com or by phone at 1-800-CRUISES ext. 58405.

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