



CRUISEONE RANKS 6TH MOST POPULAR FRANCHISE AMONG VETERANS, JOINING THE UPS STORE AND DUNKIN DONUTS

CRUISEONE THE ONLY TRAVEL INDUSTRY FRANCHISE TO MAKE INTERNATIONAL FRANCHISE ASSOCIATION'S LIST

Ft. Lauderdale, Fla. – December 30, 2008 – CruiseOne, the nation's leading retailer of cruise travel, has ranked 6th on the International Franchise Association's (IFA) "Top 10 Most Popular Franchises with Veterans" list. The list, compiled through the IFA's Veterans Transition Franchise Initiative ("VetFran"), resulted from a survey to several hundred franchise organizations regarding their involvement with the 1,000+ veterans who have become small business franchisees since 2002. CruiseOne joins major international brands like The UPS Store and Dunkin Donuts on the 2008 Top 10. The Fort Lauderdale-based cruise retailer is the only travel industry franchise opportunity to make this year's list.

"This recognition is particularly meaningful to CruiseOne because we understand the importance of empowering veterans through small business ownership," said Dwain Wall, Senior Vice President and General Manager of CruiseOne. "We are proud to welcome new veterans into the CruiseOne family on a regular basis and are appreciative of the integrity, loyalty and passion they bring to our business."

VetFran was developed to help veterans transition to civilian life. It is designed to encourage franchise ownership by offering financial incentives to honorably discharged veterans.

CruiseOne has been a Premium Member of VetFran since 2001 and has placed nearly 50 veterans into CruiseOne franchise ownership. As part of its commitment to veterans, CruiseOne offers a 10% off its initial franchise fee, as well as additional incentives to help veterans help jumpstart their cruise travel business. CruiseOne is also a recommended franchisor on GIJobs.net and MilitaryFranchising.com.

For more information, log onto www.cruiseonefranchise.com.

About CruiseOne:

With more than 550 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. Programs ranging from family reunions at sea and honeymoon cruises to corporate meetings, incentives, and ship charters are handled courteously and professionally. CruiseOne has received numerous awards and a top-ranking status by all the major cruise lines. CruiseOne is part of the largest cruise seller in the United States and has been operating since 1992.