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CRUISEONE AND CRUISES INC. LAUNCH NEW EDUCATIONAL INITIATIVE FOR FRANCHISE OWNERS AND AGENTS

“Boot Camp” is Part of Company’s Commitment to Continuing Education and Provides Agents with Business Development Tools, Sales Tactics and Timely Cruise Industry Trend Information

Ft. Lauderdale, Fla. – January 26, 2009 – CruiseOne and Cruises Inc. today announced the formation of a new program that will help Franchise Owners and Agents continue developing their business operations, sales and marketing skills. As an integral piece of the companies’ joint ongoing education initiative, the “CruiseOne and Cruises Inc. Boot Camp” is designed to help agents stay on top of industry trends, maximize selling opportunities and further differentiate themselves in a crowded marketplace.

“Learning never stops. Training must continue throughout an agent’s career in order for them to stay sharp, current, informed and grow their business,” said Dwain Wall, Senior Vice President and General Manager of CruiseOne and Cruises Inc. “We have committed to our agents – some of whom have been with us for 20 or more years – that we will find ways to consistently increase their knowledge and enhance value for their customers. The new ‘Boot Camp’ is one piece of our continuing education puzzle.”

During the CruiseOne and Cruises Inc. Boot Camp, Franchise Owners and Agents get a refresher course on business operations topics like office management, customer relationship management and marketing. Additionally, they are provided tips on managing cruise line promotions – which often can be confusing to even the most experienced Owners and Agents – and with ways to maximize exclusive offers available through the companies’ relationship with World Travel Holdings. Finally, the course includes updates on new marketing and technology programs, ways to utilize proprietary CruiseOne and Cruises Inc. tools, and creative recession sales tactics.

Nearly 30 CruiseOne Franchise Owners and Cruises Inc. Independent Agents completed the first “Boot Camp,” culminating in a virtual graduation ceremony held January 19th. The first CruiseOne and Cruises Inc. Boot Camp generated such demand within the network that advance registration numbers for the second session have doubled. That session will be held in a few weeks.

About CruiseOne and Cruises Inc.:

CruiseOne, with more than 550 independently owned franchise locations and Cruises Inc., with nearly 500 independent contractors, combine tremendous industry buying power with a customized experience that lets customers plan vacations online while enjoying the personalized touch of an experienced local cruise consultant. Both are part of World Travel Holdings (www.wth.com). Sister and partner brands include Villas of Distinction, Island Hideaways, Orbitz, BJ's Vacations, Priceline.com and more.

For More Information:

CruiseOne - www.CruiseOneFranchise.com or call 1-800-892-3928
Cruises Inc. – www.SellCruises.com or call 1-877-714-4072

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