



CRUISEONE LAUNCHES INNOVATIVE NEW CRM & WEB TOP PUBLISHING PROGRAM

*“CruiseCreate Plus” Will Streamline Travel Agent Marketing Initiatives
With Unique, Convenient Platform*

Ft. Lauderdale, Fla.— October 28, 2008 – CruiseOne (a leading U.S. franchise operation of more than 550 independent cruise-only travel professionals) today announced the official launch of its new web top publishing program. The program was rolled out to travel agents on board *Celebrity Mercury* during the company’s recent annual national conference.

A one-stop shop for all company-wide marketing initiatives, CruiseCreate™ is a unique online web top publishing system that allows home based travel agents and Franchise Owners to manage client lists and customize marketing collateral including flyers, magazine and newspaper ads, postcards and more. Output options include e-mailing those materials, downloading and printing, or printing and shipping directly to agents who are part of the CruiseOne family.

“CruiseCreate Plus™,” the new version of the existing platform, is expected to differentiate agents in the CruiseOne network even further from the competition by offering an enhanced, intuitive, customizable marketing program. Some new features will include:

- Global site search capability
- New contact management system with address validation
- Quick and easy list pull interface with existing list management program
- Convenient list purchasing tool
- Direct print and shipping options, integrated with FedEx for order tracking
- New image library to store personalized agent photography
- Automated CRM tools and direct marketing campaigns, including trigger-based (to set reminders for client birthdays, anniversaries, sail dates, etc.) and series-based (trip preparation notices, thank you notes, etc.)
- Simple editing feature
- No mailing minimums – mailings can be sent from one piece up

“By combining innovative technology with unique, targeted direct marketing programs, we are able to ensure our travel agents are as successful as possible in their business,” said Steven Hattem, Vice President of Marketing and Sales for CruiseOne.

CruiseOne Franchise Owners will also now have a dedicated, full-time CruiseCreate Marketing Assistant to ensure complete agent satisfaction and ease. This will include site technical help, navigational support, order tracking support, extensive training, webinars and graphic design support.

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. To contact your independent CruiseOne cruise specialist, visit www.CruiseOne.com [<http://www.cruiseone.com/>](http://www.cruiseone.com/) or call 1-800-CRUISE-NOW.

#