



CRUISEONE, NATION'S LEADING RETAILER OF CRUISE TRAVEL, RELEASES LIST OF "TOP 40 CRUISES UNDER \$40/DAY"

Cruise Bookings Surge Amidst Economic Pressure Because of Extraordinary Value Available

Ft. Lauderdale, Fla. – January 5, 2009 – With a declining economy comes less discretionary spending. However, CruiseOne – the nation's leading retailer of cruise travel – is seeing cruise bookings continue to rise. Why? Because of the unrivaled value consumers can now find when booking a cruise vacation.

As a result of increasing demand from consumers for affordable cruise packages, CruiseOne today released a list of the **"Top 40 Cruises Under \$40/Day."** All 40 special offers are available now through the end of 2008. Some 2009 packages are also available upon request.

A few of the sample itineraries and pricing available on the CruiseOne list include:

- **\$37/Day** – Carnival Imagination, 4-night Western Caribbean, Departing Miami 11/3/08 and 11/10/08
- **\$31/Day** – Norwegian Sun, 19-night Voyage to South America, Departing San Francisco 11/4/08
- **\$39/Day** – Celebrity Infinity, 14-night Panama Canal and South America, Departing Fort Lauderdale 12/7/08
- **\$35/Day** – Royal Caribbean Majesty of the Seas, 4-night Bahamas, Departing Miami 12/8/08
- **\$35/Day** – Norwegian Sky, 4-night Bahamas, Departing Miami 12/15/08

"Now is the perfect time for travelers to take advantage of the incredible deals major cruise lines are offering through CruiseOne Franchise Owners," said Steven Hattem, Vice President of Marketing and Sales for CruiseOne. "We know the economy is struggling, but we also know cruise bookings are on the rise because of the deals available. Our 'Top 40 Under \$40' is the ideal solution for consumers balancing less disposable income with the desire to take a vacation at a great value."

For the full list of CruiseOne "Top 40 Cruises Under \$40/Day" or with interview requests, please contact Samantha Jacobs, Director of Public Relations.

To book one of the "Top 40 Cruises Under \$40/Day," consumers should contact their local CruiseOne specialist. To locate a Cruise Specialist, log onto www.cruiseone.com. Inventory is limited and prices are subject to change.

About CruiseOne:

CruiseOne, with 552 independently owned cruise travel franchise locations, combines tremendous industry buying power with a unique, customized experience that offers customers the ability to plan vacations online while enjoying the personalized touch of an experienced local cruise specialist.

CruiseOne is part of the World Travel Holdings (WTH) family, the largest seller of cruises in the nation. The company has relationships with every major cruise line and is consistently recognized for its efforts by key partners, including being named Royal Caribbean's "Partner of the Year – 2007."

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