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CRUISEONE UNVEILS GROUNDBREAKING NEW JOB LOSS INSURANCE, COVERING TRAVEL ON EVERY CRUISE LINE

Nation's Largest Cruise Retailer Now Offering "CruiseAssurance" Upgrade (At No Additional Charge) on Bookings March 1-May 2, Raising the Bar by Insuring All Cruise Travelers

Fort Lauderdale, FL – February 27, 2009 – Consumers might be concerned about losing their jobs, but they no longer need to worry about a pink slip ruining their vacation plans. CruiseOne the nation's largest cruise retailer as part of World Travel Holdings, today unveiled the first-ever comprehensive job loss travel insurance policy covering travel on all cruise lines. The new "CruiseAssurance" initiative is an exclusive benefit to consumers booking through one of CruiseOne's nationwide agents and Franchise Owners, even if they have to cancel their trip at the last minute because of an unexpected layoff.

The best part? CruiseOne is picking up the tab for "CruiseAssurance" for consumers purchasing their basic travel insurance. Combined with lower-than-ever prices, cruising is now the most affordable and worry-free vacation option.

"In today's environment, it is crucial for businesses to step up to the plate showing we understand consumer challenges, and a handful of companies have recently done this with their versions of job loss protection," said Dwain Wall, General Manager of CruiseOne. "Our 'CruiseAssurance' policy takes the concept of job loss insurance to a new level, easing the concerns of consumers at no charge and on any cruise line of their choice."

Under the "CruiseAssurance" policy, travelers booking a cruise with CruiseOne can cancel their trip up to the day of departure, or even during the vacation. The only requirements are that travelers purchase an entry-level travel insurance plan from their CruiseOne agent – administered by Travel Guard – and present their termination letter. One year of employment is required. "CruiseAssurance" applies to bookings made March 1 through May 2, 2009 and is offered in addition to an already comprehensive travel protection policy.*

"We have our finger on the pulse of what is happening with consumers and travel, and we are passionate about finding innovative ways to problem-solve, making cruise travel accessible and affordable for everyone," said Wall.

To book a cruise with "CruiseAssurance", consumers should contact a CruiseOne agent by calling 1-800-CRUISE-1 or visiting www.CruiseOne.com.

* Underwritten by the National Union Fire Insurance Company of Pittsburgh, PA. Currently authorized to transact business in all states and the District of Columbia. NAIC No. 19445.

About CruiseOne:

CruiseOne, with more than 550 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 consultant. The company, part of World Travel Holdings, is the nation's largest cruise travel retailer.

