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ICE Hits Cruise-Booking Milestone From *The Business Journal of Phoenix*

Phoenix, AZ. (October 8, 2004) - International Cruise & Excursions Inc. marks a milestone topping the 500,000 mark in passenger cruise bookings since its inception in 1997.

ICE revenue last year hit \$137 million, up 70 percent from \$81 million in 2002. By Aug. 31 of this year, revenue hit \$138 million, already exceeding last year's overall record.

The company provides cruise programs and Internet marketing technology to the leisure and land-based resort industries.

Phoenix-based ICE started as a cruise exchange company where timeshare owners could exchange their timeshare week for a cruise. Helping growth, according to company officials, is the development of strong alliances with key partners, allowing partner companies to automate bookings and significantly grow their cruise business.

"ICE is celebrating tremendous growth in all areas of operations, and surpassing our one-half millionth passenger cruise booking makes us especially proud and is a testimony to our continuing expansion and market leadership," said ICE President and Chief Executive John Rowley. "This milestone is not only a credit to our sophisticated technology, but it also shows that we are responsive in meeting our customers' needs."

ICE has 750 worldwide employees.

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