



**Media Contacts:**  
Jen Hinkel  
ICE Enterprise  
10030 North 25<sup>th</sup> Avenue  
Phoenix, AZ USA 85021-1660  
Email: [jen.hinkel@iceenterprise.com](mailto:jen.hinkel@iceenterprise.com)  
Phone: (602) 308-1959  
Fax: (602) 308-1923

## **ICE Europe Ltd. Announces Promotion of Michael Laws to Managing Director**

**London, UK. (February 23, 2005)** - ICE Europe Ltd. ("ICE Europe"), a leading provider of Cruise Programs and Internet marketing technology for the leisure industry, today announced the promotion of Mr. Michael Laws to Managing Director, ICE Europe.

Chairman of ICE Europe Ltd. Mr. John Rowley said, "I am pleased to announce the promotion of Michael Laws to Managing Director, ICE Europe. The appointment is a natural step in the growth of our European business. Mr. Laws will focus on business development and continue to deliver strong bottom-line results for ICE within Europe, Middle East and Africa."

In his new role, Mr. Laws is responsible for managing the strategic direction of ICE Europe and ensuring successful client sales, affiliations and service delivery. In addition, Mr. Laws will focus attention on identifying, developing and/or acquiring new ICE member benefits such as Ski Holidays, City Breaks and Spa & Golf Holidays especially designed for the European Market.

Mr. Laws originally joined ICE as Director, European Sales & Operations in 1999 and initiated the Company's highly successful Central European Operations and opened offices in Austria in 2001. In 2002, Mr. Laws was assigned broader regional responsibilities for sales growth in Austria, Switzerland, Germany, Italy, Malta, Czech Republic and Hungary. In 2003, Mr. Laws relocated with ICE to the United Kingdom in the role of Executive Director of Sales, Europe, Middle East and Africa and was responsible for introducing the first non-timeshare entity to ICE, OEAMTC in Austria.

### **About ICE**

ICE Europe Ltd. provides Cruise Programs and Internet marketing technology to the leisure and land-based resort industries. For more information visit ICE's website at <http://www.icegallery.com/> or call +44 (1276) 680 909.

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