



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

ICE Reports 21 Percent Gain in Revenue for 2004 **From *The Business Journal of Phoenix***

Phoenix, AZ. (January 31, 2005) - International Cruise & Excursions Inc. (ICE), which provides cruise programs and Internet marketing technology for the leisure industry, Monday announced record revenue for 2004.

Phoenix-based ICE reported its cruise bookings increased 21 percent last year, boosting its gross revenue by 45 percent, company officials said. The privately held company did not release specific financial figures.

ICE also announced it is targeting \$300 million in cruise booking sales in 2005.

"The first 30 days of 2005 not only brought ICE record consumer bookings, but tremendous new business alliance opportunities that will continue to stimulate robust bookings growth for the remainder of 2005 and beyond," said John Rowley, ICE president and chief executive. "January marks the start of the wave season when cruise lines traditionally gauge the strength of the market based on bookings during this high-volume period. ICE's 2005 wave season has been particularly strong so far and we anticipate reporting record-setting numbers."

International Cruise & Excursions Inc. (ICE) is affiliated with more than 650 luxury resort properties and provides vacation fulfillment services to 55 million-plus consumers and businesses.

###

