



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's Inaugural Conference at Sea a Huge Success
Executive Retreat Garners High Praise & Pre-Registration for 2005**

Phoenix, AZ. (January 5, 2005) - International Cruise & Excursions, Inc. (ICE), a leading provider of Cruise Programs and Internet marketing technology for the leisure industry, recently held its Inaugural Conference at Sea, *An Executive Retreat*. The premier conference attracted participants comprised of senior level executives from all over the world who shared knowledge, expertise and insight on issues and concerns they face today in the leisure industry and worked together to develop solutions.

"Our first Conference at Sea surpassed all expectations and we already have commitments from executives who have pre-registered for our 2005 sailing," said Executive Vice President of Marketing Marcia Rowley. "It is our intention that our conferences provide relevant sessions and programming as well as valuable networking opportunities for everyone attending. The combination of business and relaxation in this intimate setting provides an interactive environment for executives to network, learn and develop partnerships."

ICE exclusively chartered Windstar Cruise Line's 74-cabin Wind Spirit for the event which sailed to the Caribbean for seven-days providing exceptional business programs for the attendees. Limited to key decision makers, the retreat's business programming focused on industry-related topics such as: State of the Industry, Competitive Marketplace, Success Building, Technology Innovations, New Marketing, Lead Generation and Conversion Strategies, etc.

Between sessions executives and their spouses could choose from a variety of onboard activities or escorted shore excursions at each port of call including St. Thomas, St. John, St. Barthelemy, Tortola, Jost Van Dyke and Virgin Gorda.

ICE's Conference at Sea exclusive onboard sponsors who hosted several events included Little Switzerland, Concord Servicing, Chicago Title, Universal Studios, SkyMed and Corona.

About ICE

International Cruise & Excursions, Inc. (ICE) provides Cruise Programs and Internet marketing technology to the leisure and land-based resort industries. ICE is affiliated with more than 650 luxury resort properties and provides vacation fulfillment services to 55 million plus consumers and businesses. Headquartered in Phoenix, Arizona, ICE has 750 worldwide employees. For more information visit <http://www.icegallery.com/> or call toll free (888) 320-4234.

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