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OurVacationStore Announces Strategic Two-Year Agreement with Carlson Wagonlit Travel Associates to Provide Online Cruise Technology

Phoenix, AZ. - (September 16, 2005) – OurVacationStore (OVS) announced today that they have entered into a two-year technology agreement with Carlson Wagonlit Travel Associates. Under the agreement, OVS will provide Carlson Wagonlit Travel Associates with a private labeled version of OVS' proprietary Internet cruise booking engine, OVSCruise. The technology is also being implemented for two other brands within Carlson Travel Franchise Group – Cruise Holidays and SeaMaster Cruises.

OVSCruise technology will allow Carlson Wagonlit Travel Associates with semi-private or private label websites to merchandise and promote preferred cruise vendors online, increase efficiency, maximize profitability and enhance customer service. Carlson travel experts at each location will be able to maximize their yields and provide targeted cruise choices for consumers. The technology gives travel experts online access to eight of the major cruise lines, facilitating cross-vendor shopping, the display of deck images and cabin photos, group bookings and inventory management, as well as booking and commission reporting.

"We are excited about our new partnership with Carlson Travel Group," says OVS President and CEO Ted Davault. "We look forward to a long and mutually beneficial relationship."

"It's going to revolutionize cruise bookings for our travel experts," said Roger E. Block, CTC, Executive Vice President of Carlson Wagonlit Travel Associates. "This agreement will allow us to remain on the cutting edge, and we will be able to integrate the booking engine with other Carlson-exclusive technology to save our Associates valuable time."

About OVS

Phoenix-based OurVacationStore (OVS) is dedicated to the development of technology solutions that address all aspects of cruise and leisure marketing, sales booking and

fulfillment. OVS provides its clients with a competitive technology product suite that allows the travel agent community to compete in today's leisure travel marketplace. These technology solutions are currently being used to service more than 55 million consumers through OurVacationStore's commercial, corporate, travel and leisure partnerships around the world. For more information about OVS, visit <http://www.ovscruise.com/> or call (800) 827-6321.

Carlson Travel Group, Inc. is a subsidiary of Minneapolis-based Carlson Companies, Inc. Brands include: Carlson Wagonlit Travel, Cruise Holidays, Results Travel, SeaMaster Cruises, Carlson Leisure Travel Services and Carlson Destination Marketing Services. In 2005, for the ninth consecutive year, a Carlson Travel Franchise Group brand was named the top travel business franchise by Entrepreneur's Franchise 500®; Franchise Times ranked the Carlson Wagonlit Travel Associate Program as the 3rd top franchise overall in 2004 for the fourth year in a row.

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