



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

Senior Executive Promotions Announced at International Cruise & Excursions, Inc.

Phoenix, AZ. (February 24, 2005) - Three key executive promotions were announced today at International Cruise & Excursions, Inc. (ICE) by John Rowley, ICE CEO and chairman.

- * Kevin Barber to Executive Vice President Consumer Sales & Operations
- * Jeremy Rowley to Vice President Inbound Sales
- * Lori Wilder to Vice President Human Resources

"Kevin, Jeremy and Lori are outstanding and talented executives who are extremely valuable members of the ICE team and I am pleased to announce their promotions," said Mr. Rowley. "Their proactive judgment and strong leadership qualities continue to drive the Company's ever expanding business forward. I am very proud to recognize their contributions."

In his new position, Mr. Barber will continue to lead ICE's sales efforts to record breaking levels and efficiencies. In addition, he will lead an aggressive effort to launch new products through an outbound effort with ICE's key strategic partnerships.

Mr. Rowley's primary responsibility will be expanding and improving ICE's inbound sales and service levels in the Company's existing brands as well as with two new major affinity brands.

In her expanding role, Ms. Wilder will continue to be responsible for all human resources initiatives, talent acquisition, benefits and organizational effectiveness. She will also oversee the activities of administration and facilities.

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 cruise fulfillment services to more than 3.0 million vacation owners and over 55 million consumers through commercial business alliances. 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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