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ICE Employees Give Their All to Others in August

Phoenix, AZ. - (August 31, 2006) – The employees of International Cruise & Excursions, Inc. (ICE) have never demonstrated their generosity and community spirit more than they did during August 2006.

When the month started, Operation Fill a Backpack – a school supply drive for PREHAB of Arizona – was under way. PREHAB works with Arizona children, youths, women and families in crisis. Even before the drive officially began on July 24, employees in the company's distribution center had purchased 22 backpacks and filled them with supplies for primary school students – including ICE water bottles. In addition, friends, social acquaintances and company vendors were contacted for donations. Corporate Express supplied 100 of every item appearing on the PREHAB needs list.

By the time the drive ended on August 11, ICE and its vendors had donated thousands of dollars in funds and goods. According to Maureen Beam of PREHAB, thanks to the donations from ICE, PREHAB had enough supplies at the start of the school year to help students until next year's summer recess.

At the same time the school supply drive was going on, ICE employees were involved in the company's Pet Project for the benefit of Phoenix area animal welfare organizations. On August 5, ICE was the Premier Sponsor for the Bowl-A-Rama held by Phoenix Animal Care Coalition (PACC)911. The goal of the annual event is to raise awareness and funds for local animal rescue organizations during the summer heat when it is virtually impossible to conduct outdoor activities.

Two teams of ICE volunteer bowlers not only gave up their Saturdays, but collected nearly \$900 in pledges as well. Overall, ICE contributed a total of more than \$8,000 in employee contributions and corporate donations. Best of all, the Bowl-A-Rama raised a total of \$240,000 for local animal welfare organizations, an increase of 15 percent over the previous year.

Community involvement was also a part of ICE's Founder's Day on August 25, when the company celebrated its ninth anniversary. Marcia Rowley, co-founder and owner of ICE and John Rowley, co-founder and CEO of ICE, each took a turn in the dunk tank to help raise funds for PREHAB. The dunk tank and an employee raffle raised thousands of dollars that will be used to benefit PREHAB's women's shelters.

International Cruise & Excursions, Inc. (ICE) is a worldwide travel and leisure organization that creates, supports and services a global network of innovative travel alliances among top corporations, resorts, cruise lines, vacation suppliers and travel providers. Specializing in value-added cruise programs, Internet marketing solutions and unique technology solutions, ICE is affiliated with more than 650 luxury resort properties and provides cruise and vacation fulfillment services to more than 150 major brands, servicing over 55 million consumers. Headquartered in Phoenix, ICE has 900 employees worldwide.

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