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ICE Introduces New High-Efficiency Marketing Channels for Resorts

‘Cruise Points’ Program Gives Resorts Access to Qualified Prospects

Las Vegas, NV. - (March 26, 2006) – International Cruise & Excursions, Inc. (ICE) has unveiled plans for Cruise Points, a new high volume cruise and vacation loyalty program that will give ICE's Preferred Resort Partners access to qualified prospects through high efficiency marketing channels. Announcement of the new program, which will be rolled out in April, was made at the American Resort Development Association (ARDA) 2006 Convention & Exposition in Las Vegas.

"Cruise Points brings together the best of ICE's proven capabilities into one multi-faceted marketing powerhouse," says John Rowley, president and CEO. "We have a self-renewing flow of qualified consumers, with full permission marketing, fed by a variety of unique sources, including online and face-to-face marketing venues. Each of these sources and venues has been successfully tested by our Preferred Resort Partners over the past two years. In combination, they make ICE one of the strongest sources of qualified, high efficiency marketing leads in the timeshare industry."

Capitalizing on the demographic similarities among timeshare owners and cruisers, Cruise Points provides consumers with the capability to convert loyalty rewards from more than 32 merchant, airline, hotel and credit card programs such as American Airlines AAdvantage®, TripRewards® and eBay Anything Points™ into savings on cruise purchases. Through Cruise Points, ICE Preferred Resort partners will have direct marketing access to millions of past cruisers.

In North America alone, there are more than 100 million consumers with loyalty points that can be converted into Cruise Points online at the customer's request.

ICE will support the program with Cruise Points Welcome Centers in key ports-of-call and major metropolitan shopping centers, plus direct mail campaigns in cooperation with major credit card partners. The Cruise Points Welcome Centers and direct mail

campaigns will target cruisers, giving them the opportunity to discover the timeshare vacation experience. Matching past cruisers with affiliated resorts has proven highly successful for ICE's Preferred Resort Partners.

"We have used the new ICE Preferred Resort Partner marketing channels with tremendous success, delivering high efficiencies," says Eric White, corporate director of timeshare sales for Pueblo Bonito Resorts. "We have realized a 58 percent conversion to tour, a 28 percent close rate, with a \$6,500 VPG."

ICE recently hired Mark Wilson as senior vice president of marketing and key account management, with the primary responsibility of directing the April roll-out of the Cruise Points initiative. Prior to joining ICE, Wilson served as a key executive for Travelocity and the Sabre Travel Network.

Cruise Points is the culmination of ICE's ongoing commitment to providing its Preferred Resort Partners with low-cost, high-efficiency marketing channels. Among the company's other key marketing initiatives are Owner Rewards, designed to introduce the cruise exchange element to timeshare owners whose resorts are not affiliated with ICE. The Owner Rewards program will give ICE's resort partners access to more than two million non-ICE affiliated timeshare owners during its first 12 months.

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 more than 100 million consumers. Headquartered in Phoenix, ICE has 700 employees worldwide.

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