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ICE Platinum Rewards Gives Timeshare Owners a World of Vacation Options Loyalty Program Points Are a Valuable New Element

Las Vegas, NV. - (March 26, 2006) – When it comes to travel options, International Cruise & Excursions, Inc. (ICE) knows its Preferred Resort Partners want to give their timeshare owners a world of vacations. That's why the new ICE Platinum Rewards program represents the most comprehensive and flexible program of worldwide timeshare exchange options ever offered.

The Platinum Rewards program offers affiliated resort members an extensive selection of cruise and tours for exchange or purchase, hotel stays, resort and vacation home rentals around the globe. An exciting new loyalty feature of the program lets owners earn and accumulate Platinum Rewards points for dollars spent on cruises, resorts, tours, car rentals and hotels. Accumulated points can be redeemed for substantial vacation savings, starting with as few as 2,500 points.

In addition to accumulating Platinum Rewards points through the program, owners can convert their current points from more than 35 frequent flyer, hotel and credit card loyalty programs to Platinum Rewards points.

"ICE is dedicated to giving its Preferred Resort Partners what they tell us they want for their owners," says John Rowley, president and CEO. "Platinum Rewards offers an exciting new loyalty program feature with the cruise and tour options that have proven to be favorites with timeshare owners."

Primary among those options are the cruise, resort and tour vacation options made popular by ICE's Seven Seas Seven Continents program, which was incorporated into Platinum Rewards. Owners can choose from worldwide itineraries on leading cruise lines; resort vacations everywhere in the world, including high demand locations such as Mexico, the Caribbean, Europe and Hawaii; stays at any of more than 30,000 hotels

around the globe, with savings of up to 60 percent; and ICE's collection of unique tour and experiential vacations.

Through ICE Platinum Rewards, timeshare owners can exchange their timeshare weeks or equivalent points for tours and vacations anywhere in the world to do almost anything they can imagine. The program presents owners with a virtually endless selection of escorted and independent tours, city packages, adventure tours and experiential travel. Owners can choose the location, experience and activity level that is best suited for them.

Travel studies show that river cruises are soaring in popularity worldwide, and at the center of the Platinum Rewards tour and vacation options are river cruises in the U.S., Europe, China, South America and Russia from the world's finest river cruise providers.

Westgate Resorts was the first ICE Preferred Resort Partner to provide its owners with Platinum Rewards, which is available to all ICE affiliated resorts.

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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