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It's a Hat Trick for ICE in Arizona Business Recognition Travel Giant Receives Trio of Corporate Honors and Acknowledgements

Phoenix, AZ. - (October 5, 2006) – The summer of 2006 will be remembered as one of three-peats for global travel provider International Cruise & Excursions, Inc. (ICE). The company received a trio of acknowledgements from the Phoenix and Arizona business communities.

In June, the company debuted in the top position on *The Business Journal* of Phoenix's list of women-owned businesses. The list will be part of the 2007 edition of the well-known *Book of Lists*, a popular resource for identifying the leading companies and executives in the Phoenix business community.

In September, the company was named one of the Top 50 Private Companies in Arizona at the 2006 Arizona Corporate Excellence (ACE) Awards. The annual ACE Awards recognize the largest private companies in the state, based on revenue. The awards are intended to acknowledge private companies in Arizona and the tremendous economic and community contributions they make.

A week later, ICE appeared in the number one position on *The Business Journal of Phoenix's* list of travel agencies. In the fifth position was Solutions at Sea (SAS), an ancillary ICE company, which specializes in the development, implementation and management of onboard sales and marketing programs for cruise vacation clubs and programs.

"These are tremendously rewarding and exciting times for ICE," says Marcia Rowley, ICE co-founder and owner. "To receive honors and recognition as we're introducing new products and preparing to celebrate our 10th anniversary adds another dimension to the pride and anticipation we're feeling."

Founded in 1997 by Marcia and her husband John, ICE introduced the cruise component to timeshare ownership. During the following years, the company grew from a pioneering concept to an industry leader, developing innovative value-added cruise and vacation programs, Internet marketing solutions and technology platforms. Today ICE has agreements with all major cruise lines and is affiliated with more than 650 luxury resort properties and leading global distribution systems (GDS) and travel suppliers, providing vacation fulfillment services to more than 55 million consumers.

Headquartered in Phoenix, ICE has 900 employees worldwide.

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