



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

Rewards Program Takes the Sting Out of Collecting Annual Maintenance Fees

Phoenix, AZ. - (August 9, 2006) – A maintenance fee rewards program available from International Cruise & Excursions, Inc. (ICE) brightens the annual payment process a bit for parties on both ends of the transaction – the person making the payment as well as the person or agency responsible for collecting it. The program gives those owners who pay their fees on time a credit voucher good for up to \$1,200 toward a cruise or tour vacation. Resorts and HOAs incur no costs for the vouchers or their redemption; they are simply required to pay for shipping and to insert the vouchers in their billing statements.

Once the maintenance fee has been paid, the owner follows printed instructions to activate the voucher, which is good for 12 months from the date of activation. The voucher in essence gives the owner an extra vacation week by providing a vacation credit toward a cruise or tour vacation.

Currently being used with great success by a number of ICE affiliated resorts, the maintenance fee reward vouchers are available to non-affiliated resorts and HOAs as well. In all cases, ICE assumes all costs for printing and fulfillment of the vouchers.

Information on the ICE maintenance fee rewards program is available by calling 1-866-260-2878 or by sending an e-mail to salesincentives@icegallery.com.

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 700 employees worldwide.

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