



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

Cruise & Vacation Reward Program Is Perfect Thank-You for Prompt Payments

ICE Product Expresses an “Attitude of Gratitude” to Valued Owners

Phoenix, AZ. - (September 5, 2007) – The Cruise & Vacation Reward program from International Cruise & Excursions, Inc. (ICE) makes it possible for resorts, management companies, HOAs, vacation club managers and other to say “thank you” in a big way to owners for the prompt and/or paperless payment of maintenance fees, renewals, referrals and more.

The program has been used successfully by such noted resorts as Westgate Resorts, Pueblo Bonito and Bluegreen Vacation Club. Owners are provided with a credit voucher good for up to \$1,200 toward a cruise or experiential vacation. The voucher has proven to be an ideal tool for encouraging both on-time and online payment of annual maintenance fees. Participating resorts have reported increases of 90 percent and more in timely payments in just one year with the reward program. Owners receive the voucher with their maintenance fee statement. By paying the fee on time, they can activate the voucher online or by calling a toll-free number.

The Cruise & Vacation Rewards voucher, which is good for 12 months from the date of activation, essentially gives owners an extra vacation week by providing them with a vacation credit towards a cruise or tour vacation. Reward vouchers are also being made available to non-ICE affiliated resorts, management companies and HOAs.

Information on the ICE Cruise & Vacation Reward program is available by calling 1-866-260-2878 or by sending an e-mail to salesincentives@icevacations.com.

Celebrating a decade of innovation and excellence in 2007, International Cruise & Excursions, Inc. (ICE) is a worldwide travel and leisure organization that creates, supports and services a global network of innovative travel alliance 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 55 million consumers. Headquartered in Phoenix, ICE has 800 employees worldwide.

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