



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

ICE Celebrates the World's Largest Cruise Night on October 17 with a Cruise & Travel Expo

Phoenix, AZ. - (October 5, 2007) – On October 17, International Cruise & Excursions, Inc. (ICE) will celebrate the World's Largest Cruise Night, a nationally recognized event by CLIA and the worldwide cruise industry, by hosting a Cruise & Travel Expo for the general public. The World's Largest Cruise Night is the one night when all major cruise lines provide consumers interested in cruising with extraordinary one-day-only exclusive offers to incentivize consumers and travel event as part of their yearlong celebration of the company's 10th anniversary and its dedication to the cruise industry. ICE has become one of the largest cruise providers over the past decade and wants to give back on this special night to the local community.

The Expo will take place from 4 p.m. until 7 p.m. on the campus of the ICE's international headquarters, located at 10030 North 25th Avenue in Phoenix. Cruise and travel suppliers from around the world will be showcasing their products and services to local consumers. All those attending the Expo will receive a CruisePoints Cruise Value Card, with \$600 cards going to the first 100 attendees and \$300 cards being distributed thereafter. In addition, there will be special cruise offers such as free upgrades, onboard credits and special reduced deposit options available only during the event.

A highlight of the evening will be the drawing for a seven-day cruise to Mexican Riviera for two from Royal Caribbean International. The drawing will be held during the final minutes of the Expo. Entries for the drawing can be submitted at the event or online at www.SailICE.com and entrants do not need to be present at the time of the drawing to win.

Those wanting more information on ICE's Cruise & Travel Expo are encouraged to visit www.SailICE.com, call (602) 308-1939 or write to CruiseNight@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 alliances among top corporations, resorts, cruise lines, vacation suppliers and travel providers. Specializing in value-added cruise programs, ICE provides cruise and vacation fulfillment services to more than 150 major corporate brands which service more than 55 million consumers worldwide. Headquartered in Phoenix, ICE has more than 800 employees worldwide.

###