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## **International Cruise & Excursions Kicks Off Year-Long 10<sup>th</sup> Anniversary Celebration**

### **Highlight of Travel Giant's Founder's Day Is Travel Expo and Cruise Giveaway**

**Phoenix, AZ. - (August 14, 2007)** – On August 24<sup>th</sup>, Phoenix-based International Cruise & Excursions, Inc. (ICE) will use their annual Founder's Day to kick off a year-long celebration in honor of the company's 10<sup>th</sup> anniversary. The public is invited to join the festivities between 10:00 a.m. and 2:00 p.m. for a cruise travel expo with free food, entertainment and cash cards good for savings on cruise, resort and tour vacations, as well as the enter their names in drawing to win a seven-day cruise.

The Founder's Day activities and travel expo will take place on the campus of ICE's corporate headquarters, located at 10030 North 25<sup>th</sup> Avenue. Cash cards will be distributed in \$600 and \$300 denominations with the \$600 cards going to the first 50 attendees and the \$300 cards being given out thereafter as long as supplies last. The cruise drawing will take place at the conclusion of the day's festivities.

During ICE's first 10 years of operations, the company has grown from a pioneering concept to become one of the world's leading cruise providers and a recognized leader in the leisure travel and vacation industry. A recipient of countless cruise line and travel industry awards, the company debuted at the top of *The Business Journal's* list of women-owned businesses in 2006 and topped the list again this year. The company was also an Arizona Corporate Excellence (ACE) Award winner in 2006 and 2007.

Founded in 1997 by John and Marcia Rowley, ICE made it possible for the first time for timeshare owners to exchange their weeks toward cruises. The first cruise line to sign on to this innovative exchange program was Carnival Cruise Lines, the largest cruise line in the world. Every other major cruise line followed and today, ICE has agreements with all of the world's top cruise lines and is one of the world's largest cruise providers.

At the same time the cruise lines were signing on, Gold Crown and Five Star resort properties were also affiliating with ICE and making ICE products available to their clients. In 10 years, the roster of affiliated resorts has grown to include more than 150,000 world-class properties.

In 2002, ICE expanded their menu of exchange options to include river cruise, tour and experiential vacations – “full immersion” vacations that offer travelers a wide range of activities and experiences, from kayaking and bicycling to cooking and wine tasting, that let them interact on all levels with their chosen destinations.

As ICE marks its first decade of innovation, the company provides vacation fulfillment services to millions of consumers. ICE provides travelers with the ability to choose among cruises itineraries to more than 1,800 ports of call on all seven continents; guided and independent tours, river cruises and experiential tours worldwide; more than 30,000 hotels around the globe; and 150,000 world-class resorts and vacation home rentals in high-demand destinations.

With a global presence and offices in the United States, Australia, Mexico, Malaysia, South Africa and the United Kingdom, ICE has more than 800 employees worldwide.

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