



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 Receives Prisma Award For Design Excellence Cruise & Resort Vacations New Member Package Honored with Silver Medal

Phoenix, AZ. - (June 4, 2007) – International Cruise & Excursions, Inc. (ICE) was silver medal winner at the 2007 Prisma Awards Show hosted by the Phoenix chapter of the American Institute of Graphic Arts (AIGA) on Saturday, June 2, at the Phoenix Art Museum. The award in the Brochure, Collateral Material category was presented to the company's in-house creative design department for the new member package created for its Cruise & Resorts Vacations product.

In awarding the silver medal, judges cited the new member package for its creative use of materials and presentation of the travel collaterals. To emphasize the travel discovery element of the product, the new member package contains all program documents inside a custom embossed leather travel wallet that is strapped to the new member guide, along with a customized leather luggage tag. The guide contains lush photography as well as informative copy and easy-to-follow instructions to help member get maximum enjoyment from the program. Copy flows among enticing color-drenched destinations and overlays of Old World map elements the graphic suggestion of leather trim and stitching features accentuates the travel journal format.

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, 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 employees worldwide.

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