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**ICE Receives ARDA Gold Medal for Advertising and
Promotion
Registry Vacations New Member Package Honored for Creative
Excellence**

Phoenix, AZ. - (March 30, 2007) – International Cruise & Excursions, Inc. (ICE) was honored for creative excellence at this year's American Resort Development Association (ARDA) annual convention and exposition, held March 26 through 29 in Orlando, Fla. ICE received a gold medal for the new member package created by the company's in-house marketing and creative design departments for its Registry Vacations product.

Developed by ICE to introduce vacationers to cruise and resort vacations, Registry Vacations includes certificates for pre-paid cruise and resort vacations, plus a two-year membership that entitles the holder to ongoing special resort offers, exclusive pricing and members-only access to savings on experiential vacations and tours.

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 members-only leather luggage tag for good measure. The member guide contains lush photography as well as informative copy and easy-to-follow instructions to help members 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.

In addition to receiving the gold medal for its advertising and promotion excellence, ICE saw its "Hearts & Hands" community service initiative inducted into the ARDA Circle of Excellence. Both awards were presented during ARDA's Awards Gala on the last night of the convention.

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 employees worldwide.

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