



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

World's Largest Cruise Night Provides Phoenix Residents Exclusive One Night Only Cruise Savings and Giveaways

Phoenix, AZ. - (October 9, 2007) – Summer may be over, but the cruise and travel season is just heating up. Whether consumers need help with holiday travel plans, unique holiday gift giving ideas or just want to get a leg up on the competition for the best itineraries and accommodations for the most popular destinations, they can find everything they need at the Cruise & Travel Expo being hosted by International Cruise & Excursions, Inc. (ICE) on Wednesday, October 17th, from 4:00 p.m. until 7:00 p.m. in honor of the nationally recognized World's Largest Cruise Night celebration.

The Expo will take place on the campus of 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 and ICE Vacation Specialists will be available for on-site booking assistance. All those attending the Expo will receive a CruisePoints Cruise Value card, with \$600 cards going to the first 100 available only during the event and attendees will have the chance to win a seven-night Mexican cruise for two on Royal Caribbean International.

ICE is hosting the event as part of the yearlong celebration of the company's 10th anniversary and in association with the World's Largest Cruise Night, a nationally recognized event by CLIA and the worldwide cruise industry. 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 to schedule their dream cruise vacations. ICE has become one of the largest cruise providers worldwide over the past decade and wants to give back on this special night to the local community.

As the fastest growing segment of the leisure travel market, cruising is becoming increasingly popular as both a holiday getaway and a holiday gift. And with 31 million cruisers expected to set sail over the next three years, the earlier consumers book their cruises to the most desirable destinations, the more likely they are to get their first

choices for itineraries and accommodations. Sailing to Alaska, for example, where the cruising season is only five months long – from May through September – are being booked more than a year in advance.

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 brands which service more than 55 million consumers worldwide. Headquartered in Phoenix, ICE has more than 800 employees worldwide.

###