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International Cruise & Excursions, Inc. Reports Record Breaking First Quarter Revenue

FOR IMMEDIATE RELEASE

Pre-packaged vacations, cruise sales and membership sales drive highest gross revenue recorded in a single quarter for ICE; revenue up 16% over 2010 Q1. ICE adding an additional 100 sales agents in Q2.

Scottsdale, AZ – April 28, 2011 – International Cruise & Excursions, Inc. (ICE) announced financial results for its fiscal 2011 first quarter, ending March 31, 2011. ICE posted record gross revenue of \$116 million. These results compare to gross revenue of \$100 million from first quarter 2010. Pre-packaged vacations accounted for 42-percent of the quarter’s gross margin.

ICE has tracked steady sales growth since it was founded in 1997 and currently produces more than \$350 million in annual sales. Initially founded as a cruise exchange company, ICE has dramatically broadened its services and today provides pre-packaged vacations, fully branded travel fulfillment services and travel rewards memberships.

“We had a phenomenal first quarter with record sales due to our innovation within the marketplace. We started out as a cruise exchange company, today we provide full service travel and lifestyle benefits to more than 55 million customers worldwide,” said John Rowley, President and CEO, ICE. “As we look ahead to the second fiscal quarter of 2011 we expect revenue to again surpass our year-over-year mark.”

Due to the success of the first quarter and the projected growth within the global marketplace, ICE is hiring an additional 100 outbound sales representatives over the next 90 days.

About ICE

International Cruise & Excursions, Inc. (ICE) is a worldwide travel and leisure organization with a global network of innovative travel alliances including top corporations, resorts, cruise lines, holiday suppliers and leisure travel providers. ICE provides innovative cruise, holiday and travel programs, unique membership reward and loyalty programs, as well as cruise and vacation fulfillment services to more than 150 major corporate brands serving more than 55 million consumers worldwide. Enjoying more than 13 years of tremendous growth and a legacy of successful industry innovation, ICE continues to raise the bar in creative marketing solutions, client services and passionate performance within the travel industry. Visit www.iceenterprise.com for more information.

For More Information

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