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International Cruise & Excursions, Inc. (Ice) Moves European-Wide Business Onto Single Dolphin Technology Platform

For Immediate Release

ICE consolidates back office technology by deploying the Dolphin travel platform across all European operations.

International Cruise & Excursions, Inc. (ICE), a worldwide market-leader in integrated cruise and leisure experiences, has completed a consolidation of its sales and back office technology by deploying the Dolphin travel platform across Europe.

Deployment of the platform has provided 130 ICE sales and admin staff with access to a fully integrated Dolphin reservation and booking management system. The new technology will support the ICE's operations across nine European markets including the UK, Germany, France and Spain.

The move builds upon Dolphin Dynamics' longstanding technology partnership with RCI Europe and the transfer of RCI's European travel services operations to ICE. As part of this transfer, ICE has chosen to extend the deployment of Dolphin from ICE's UK and Italian travel operations to now also support ICE's wider European sales and fulfillment activities. With the roll-out of the Dolphin technology forming part of an ICE initiative to standardize sales and operational activities internationally.

The new system roll-out has also encompassed a migration to Dolphin's hosted service, whereby the maintenance and management of ICE's technology platform is now outsourced to the travel technology supplier. This enables ICE to focus on its core travel-related activities while benefitting from state of the art hardware provision and software deployment in a purpose built data center fully managed by Dolphin Dynamics.

Warren Joy, SVP & Chief Operating Officer at ICE commented, "Implementing a single sales and back-office solution has significantly streamlined our European business operations - while helping us to consistently provide the highest levels of service expected by our discerning customer base. After reviewing our existing technology suppliers, along with alternative options, we concluded that the extension of RCI's longstanding successful relationship with Dolphin Dynamics would be the most effective way to meet our business objectives".

Roberto Da Re, President at Dolphin Dynamics added, "Our technology partnership with ICE across a number of different markets clearly highlights the adaptability of the Dolphin travel platform. We are enabling companies with a multinational presence to replace regional legacy systems with a single integrated sales and management solution, thereby significantly reducing their support and operational

overheads.”

About Dolphin Dynamics:

Dolphin Dynamics Ltd. is a software development company that specializes in developing integrated booking and information management solutions for the travel industry.

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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