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WORLD TRAVEL HOLDINGS NAMED 2011 “ELITE TRAVEL PARTNER OF THE YEAR” BY NORWEGIAN CRUISE LINE

Wilmington, MA – December 6, 2011 – World Travel Holdings (WTH) – the nation’s leading cruise retailer – today announced that it has been named Norwegian Cruise Line’s 2011 “Elite Travel Partner of the Year.” The company, which includes CruiseOne, Cruises Inc. and numerous other brands, was chosen for its overall revenue, year-over-year growth and commitment to the Norwegian brand.

In presenting WTH with this recognition, Kevin Sheehan, Norwegian Cruise Line’s president and chief executive officer, said “in 2011, we renewed our commitment to the travel agency community with the introduction of Partners First, our corporate philosophy of putting travel partners first. Norwegian Cruise Line’s success relies on the support of our travel partners and we appreciate their dedication to our brand.”

In late 2010, WTH’s home-based division – which encompasses CruiseOne franchisees and Cruises Inc. agents – held its annual National Conference aboard Norwegian Epic. That event was the largest in the companies’ history and was instrumental in building upon WTH’s relationship with the cruise line, providing firsthand product knowledge to attendees and offering top producers unprecedented access to the Norwegian Cruise Line team.

In accepting this year’s award, Brad Tolkin, Co-Chairman and Co-CEO of WTH, said “I am honored to accept this prestigious award on behalf of the WTH employees, CruiseOne franchisees and Cruises Inc. agents who embraced this relationship and really made it happen in 2011. We deeply value our partnership with Norwegian and know that their commitment to us has been critical in achieving a mutually successful partnership.”

David Crooks, senior vice president of product and operations for WTH, added “Norwegian Cruise Line has taken its commitment to the travel agency distribution model to new levels in 2011 with their Partners First initiative. As an organization, WTH appreciates all that Norwegian continues doing to help us be successful. This award signifies what two like-minded companies can achieve together, by supporting each other in every possible way.”

To learn more about World Travel Holdings, visit www.WorldTravelHoldings.com. To join the CruiseOne family, visit www.CruiseOneFranchise.com. For information on becoming a Cruises Inc. Independent Contractor, log onto www.SellCruises.com.

About World Travel Holdings:

Co-founded by brothers Brad and Jeff Tolkin in 2005, World Travel Holdings (WTH) is a multi-brand travel distributor with executive offices in Port Washington, New York and corporate offices in Wilmington, Massachusetts. WTH owns and operates some of the nation's leading cruise websites, including Cruise411.com, CruisesOnly.com, and Cruises.com. The company's home-based division includes CruiseOne, a top-rated travel agency franchise and Cruises Inc., the country's original host agency. Other WTH-owned brands include Villas of Distinction, VillaRental.com, Rooms.com and Vacation Outlet. Its portfolio of licensed partner brands includes BJ's Travel, Orbitz Cruises, Priceline.com Cruises, American Airlines Cruises, Continental.com Cruises and others.

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