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**WORLD TRAVEL HOLDINGS ADVANCES THREE SPOTS ON
TRAVEL WEEKLY'S 2009 "POWER LIST" TO MAKE TOP 15**

*Nation's Leading Retailer of Cruise Travel Now Ranked #14
Among Top 62 Industry Movers & Shakers*

Woburn, MA – June 25, 2009 – World Travel Holdings (WTH), a multi-brand travel distributor, today announced that it has jumped several spots to #14 on this year's *Travel Weekly* "Power List." Earning a coveted Top 15 spot for the first time, WTH was evaluated based on its \$675 million in sales and 700 employees. Co-founded by Brad and Jeff Tolkin in 2005, WTH is today the nation's largest retailer of cruise travel with owned brands CruiseOne, Cruises Inc., CruisesOnly and Cruises.com. The company also operates licensed and partner brands including Hotwire.com Cruises, Priceline.com Cruises, BJ's Vacations and others.

"World Travel Holdings is committed to making a continual investment in technology, marketing and training in order to consistently evolve and grow our business," said Brad Tolkin, Co-Chairman and Co-CEO of World Travel Holdings. "Our success is, in part, due to an aggressive growth strategy. However, it is also the result of 700 outstanding, passionate and dedicated employees. Our team is without a doubt the best in the business."

In addition to WTH's #14 ranking on the 2009 *Travel Weekly* "Power List," CruiseOne - the company's cruise travel franchise division – ranked #6 on the magazine's "Top 8 Franchisors" list for 2009.

"This recognition comes on the heels of a very exciting year for CruiseOne and its sister company Cruises Inc., with higher than ever recruitment numbers and numerous cruise line awards," said Tolkin. "We are confident that both will continue as frontrunners for years to come."

Travel Weekly is the national newspaper of the travel industry. The annual "Power List" ranks the nation's top travel retailers by the total dollar volume of annual sales and company size.

For more information about World Travel Holdings, log onto www.wth.com. For more information on CruiseOne, visit www.CruiseOneFranchise.com or Cruises Inc., visit www.SellCruises.com.

About World Travel Holdings (www.wth.com):

Co-founded by Brad and Jeff Tolkin in 2005, World Travel Holdings (WTH) is a multi-brand travel distributor with three distinct divisions – owned, partner and home-based brands. Owned brands include CruisesOnly, Cruises.com, Rooms.com, Vacation Outlet and Villas of Distinction. Licensed partner brands include BJ's Vacations, Hotwire.com Cruises, Priceline.com, Cruises, American Airlines Cruises and others. Home-based brands include CruiseOne, a franchise organization and Cruises Inc., the original host

agency. WTH's executive offices are in Port Washington, New York with a corporate headquarters office in Woburn, Massachusetts. Branch offices are located in California, Florida and Virginia.

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