

CruisesOnly® and Loyal Customers Raise \$28,985 to Benefit Make-A-Wish®

An Astonishing 797 Customers Give Back During Promotion

Wilmington, Mass. (August 5, 2014) – [CruisesOnly®](#), America's Largest Cruise Agency, and flagship brand in the World Travel Holdings portfolio of brands, announced today that it raised \$28,985 for the company's signature charity, [Make-A-Wish](#).

The promotion, which ran from July 1- July 31, 2014, included CruisesOnly donating \$5 to Make-A-Wish for every cruise vacation booked, up to \$25,000, and also gave customers the chance to make an additional \$5 donation.

This event not only had customers setting sail on a memorable journey, but more importantly, they were involved in raising money to help grant the wishes of children with life-threatening medical conditions.

"This is the fourth year that we have aligned with World Travel Holdings and its CruisesOnly brand on this promotion and it keeps getting better," said David Williams, president and CEO of Make-A-Wish America. "It wouldn't have been as successful without the support of the CruisesOnly customers. This donation will help wish kids around the country receive the life-changing benefit of a wish as they battle their medical conditions."

Most recently, World Travel Holdings helped Make-A-Wish Central and Northern Florida grant a wish for seven-year-old Jacob from Central Florida. Diagnosed with Cystic Fibrosis, Jacob's wish was to go on a cruise. Jacob and his family set sail in July, and it was a cruise vacation they'll never forget.

"By repeating this fundraising promotion year-after-year, our loyal customers are starting to look forward to supporting Make-A-Wish while booking their next cruise," said Jeff Sherota, senior vice president of House Brands for World Travel Holdings. "With the help of our travel professionals and customers, I look forward to continuing to grow this campaign so even more dreams can be realized through wishes granted."

Make-A-Wish has been the signature charity for World Travel Holdings since July 2011. World Travel Holdings and its employees are dedicated to donating a minimum of \$100,000 every year.

For more information or to book a cruise vacation, visit [CruisesOnly](#) or call 1-866-552-1243. For information on how you can help grant wishes, visit [wish.org](#).

About Make-A-Wish®

Make-A-Wish® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true can have positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illnesses, and their parents say these experiences help strengthen the entire family. Based in Phoenix, Make-A-Wish is one of the world's leading children's charities, serving children in every

community in the United States and its territories. With the help of generous donors and more than 25,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 38 minutes. It has granted more than 240,000 wishes since its inception in 1980; more than 14,000 in 2013 alone. Visit Make-A-Wish at wish.org to learn more.

About CruisesOnly®

CruisesOnly, America's Largest Cruise Agency, is the premier cruise brand of World Travel Holdings. World Travel Holdings is the world's leading cruise agency and award-winning leisure travel company with a portfolio of more than 35 diverse brands. In addition to owning some of the largest brands distributing cruises, villas, hotels, resort vacations and luxury travel services, World Travel Holdings has a vast portfolio of licensed private label partnerships comprised of top leisure travel providers, almost every U.S. airline, leading hotel brands and prominent corporations. The company also operates a top-rated travel agency franchise and the country's original host agency. Its global presence in the United Kingdom includes operating two cruise agencies and multiple private-label brands. World Travel Holdings has offices in Long Island, NY, Wilmington, Mass., Ft. Lauderdale and Orlando, Fla., Virginia Beach, Va., and Chorley, United Kingdom. For more information, visit <http://www.worldtravelholdings.com/>.

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