



Corporate *Profile*



Mission Statement

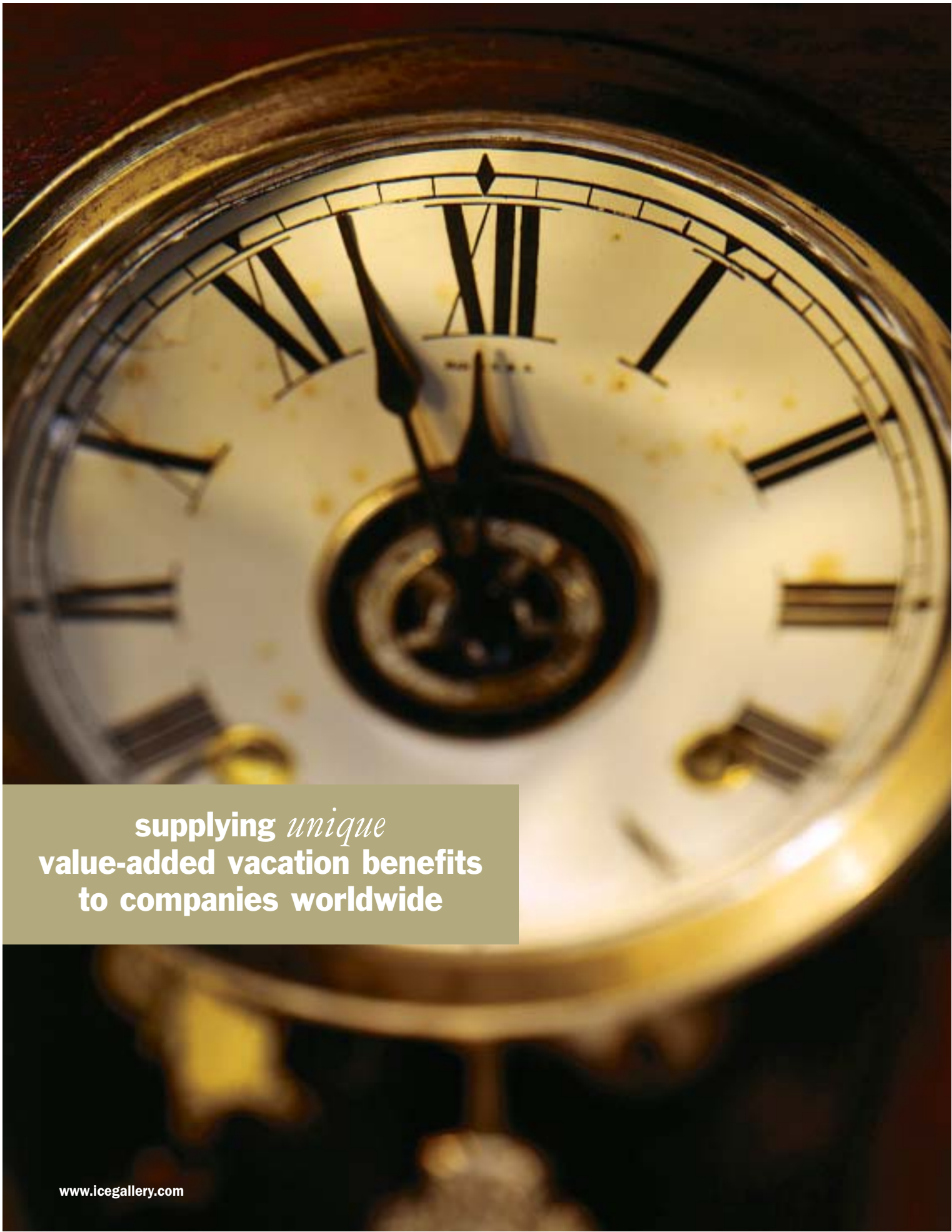
To become a leading international market maker in the travel and leisure industry through the introduction and management of private clubs in key markets worldwide.

Company Overview

International Cruise & Excursions, Inc. (ICE) is a unique, global organization focused on providing a synergistic alliance between distinguished, high-quality companies and the world's leading cruise lines, vacation vendors and travel providers. The power of this alliance offers travel providers and corporations worldwide the ability to reach untapped markets with innovative products, taking their business to a new level of success.

Companies affiliated with ICE immediately benefit through a combined, high-tech global marketing structure and the ability to provide world-class cruises and unique vacation opportunities to their designated membership or consumer base as a tool to elicit a desired response or action. Leisure vendors benefit through increased occupancy and/or utilization of their product via expanded product exposure to consumers in ICE's worldwide network of travel and leisure shoppers—proven travel seekers.





supplying *unique*
value-added vacation benefits
to companies worldwide

Company History

A History of Innovation

*I*nternational Cruise & Excursions, Inc. (ICE), was founded in 1996 to supply unique value-added vacation and leisure benefits to specific target groups of vacationers worldwide. From its inception, ICE created a central strategy of alliance marketing with strategic affinity groups to provide high-quality cruise, resort and hotel vacations and other travel and leisure opportunities.

The concept was developed in late 1995 when John and Marcia Rowley discovered a missing component to the Vacation Ownership dream ~ Cruising. Convinced this niche needed to be filled in the Vacation Ownership industry, the Rowleys built a business plan that introduced the world of cruising to Vacation Owners and provided resort developers unique new product offerings that would assist them in meeting their business objectives.

ICE soon gained the cooperation and the support of the most popular cruise line in the world, Carnival Cruise Line, followed by other major cruise lines. This support, paired with ICE's innovative product ideas, opened the door to business alliances with high-end resort developers in the United States, Europe, Southeast Asia, Mexico and the Caribbean.

Continuing the innovation, ICE utilized past experience and expertise in the technology industry to lead ICE to the forefront of the web marketing arena. ICE also created member-based e-Vacation Stores and Clubs, which allow Resorts to leverage the power of the Internet to reach new prospects and expand their own product offerings. ICE technology opened the door to a world of new opportunities for the Vacation Ownership industry virtually launching the next generation of marketing strategies for both large brands as well as small, independent resorts worldwide. Today, ICE remains the exclusive provider of OVS' proprietary web technology to the Vacation Ownership industry.

In 2002, the innovative minds behind ICE's successful cruise exchange program focused on another market whose demographics matched those of Vacation Owners and Cruisers—Experiential Vacationers. Recognizing a growing demand for adventure and experiential travel, ICE created an experiential vacation membership program that allows Vacation Owners to trade their Vacation Ownership toward experiences as diverse as safaris in the savannahs of Africa, leisure bike rides around California's wine country, even ecological tours in the rainforests of South America. Affiliating with world-renowned travel vendors such as Globus, O.A.R.S., Micato Safaris, Warner Vacations and Backroads, ICE once again brought Vacation Owners an experience above and beyond Vacation Ownership, and provided their high-end resort partners an added-value benefit to their core product.

Today, through these monumental innovations in the travel and leisure industry, ICE has unique sales and marketing agreements with leading companies around the globe, and has become a recognized leader in the leisure marketplace.



A hand is pointing at a computer monitor. The monitor displays a glowing globe with a network of bright blue and yellow lines connecting various points across the globe, symbolizing global connectivity and technology. The background is dark, and the overall lighting is blue and yellow, creating a futuristic and high-tech atmosphere. The hand is in the foreground, reaching towards the screen.

leading edge *technology*
and internet strategies

Our Future

ICE is an innovator and pioneer in the leisure market, integrating both cruise and experiential vacation products and services into the Vacation Ownership Industry. This success has brought new opportunities, as we have developed strategic alliances with the highest-quality hotels and resorts around the globe. These resort alliances, coupled with the benefits of ICE's cruise and experiential vendor alliances, have placed the Company in a unique position not only in the Vacation Ownership industry but in the overall leisure marketplace.

The future of ICE is centered around our unique position in the overall leisure market and our exclusive NextGen Solutions, proprietary "enabling technology." These factors have ICE poised to make an even bigger impact in the Vacation Ownership industry in 2003 and the coming years.

Just as ICE pioneered the original Cruise Exchange, its future rests on providing continuous new innovations to the Vacation Ownership industry. Many of these innovations will be centered around utilizing our unique and proprietary web technology to assist resorts in key areas of their business, including sales, marketing, owner satisfaction, rental revenue, maintenance fee collection, utilization of weeks/points and tour flow.

However, by far the most significant innovations will be centered around the introduction of powerful lead generation tools leveraging ICE's position in the overall leisure marketplace. ICE will offer its Resort affiliates the most powerful and innovative marketing initiative available in the industry today ~ actually breaking down traditional marketing molds and taking resorts into the next generation of their business ~ today.

ICE through its strategic alliance with OurVacationStore has formed corporate alliances with companies such as Navigant, Globus, Humana Health Care, AOL/Time Warner, AT&T, Milepoint.com, Ford (Destination Rewards Program), Cendant, Cheaptickets.com (and many others). These relationships offer Resort affiliates new and exciting opportunities to market their resorts to over 55 million qualified vacation shoppers in 2003.

No other company directly addresses the serious long-standing issue of 'marketing costs' that has been facing the Vacation Ownership industry. ICE is a *market maker*, a change agent and the definition of an Innovator ~ proving it by partnering with some of the best players in the industry and changing the conventional industry mindset while introducing exciting new solutions that will continue to revolutionize the way we all do business in the future.





award winning
products & services

2002 ARDA GOLD AWARD
International Cruise & Excursions, Inc.



Professional Affiliations

American Resort Development Association (ARDA) ~ Trustee
Canadian Resort Development Association (CRDA) ~ Member
Organization for Timeshare in Europe (OTE) ~ Member
Asociación Mexicana de Desarrolladores Turísticos (AMDETUR) ~ Member
Cruise Lines International Association (CLIA) ~ Member
The American Society of Travel Agents (ASTA) ~ Member

Professional Awards

In addition, ICE has been honored for many of its Cruise industry alliances including:

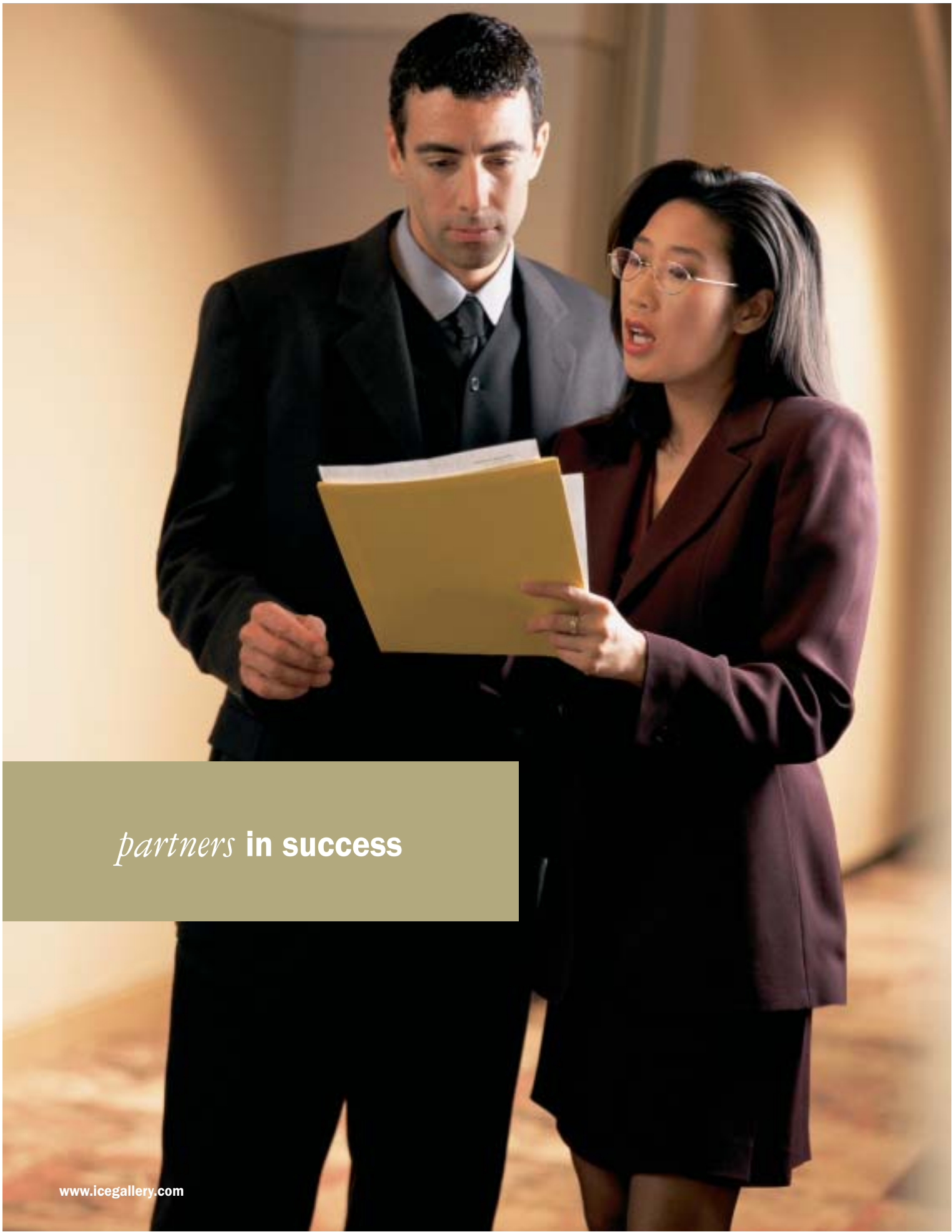
Carnival Cruise Lines ~ Winner's Circle
Holland America Line ~ Centurion Club
Princess Cruises ~ IExcel Gold Status
Norwegian Cruise Line ~ President Elite Members
Royal Caribbean International ~ Royal Celebrities
Celebrity Cruises ~ Top Producers Club

ICE has been the recipient of many Vacation Ownership industry awards including:

- ARDA Circle of Excellence
- Complete Marketing Campaign
- Special Event/Public Relations
- Best New Marketing Program
- Best Overall Marketing Campaign
- Web Site Design
- Interactive Internet Advertising
- ICE Member CD
- Information Technology Team
- E-Commerce

ARDA Innovator of the Year

As a pioneer in the Vacation Ownership industry, ICE has become a proven leader through its innovative marketing programs. First, with the introduction of the Cruise Exchange Program, which won the coveted Innovator of the Year award from the American Resort Development Association (ARDA), and continuing the innovation with its NextGen Solutions in technology.



partners in success

Vendor Alliances

Through its innovative sales and marketing programs, ICE has long-term strategic relationships with all major cruise lines including:

- Carnival
- Royal Caribbean
- Holland America
- Princess
- Norwegian

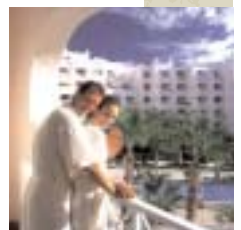
ICE also provides members itineraries on luxury, specialty and international cruise lines such as:

- | | |
|--|--|
| <ul style="list-style-type: none"> • Cunard • Celebrity • Silversea • Radisson Seven Seas • Seabourn • Windstar • Cruise West • Disney | <ul style="list-style-type: none"> • Crystal • Costa • Royal Olympic • Norwegian Coastal Voyages • Star • Uniworld • World Explorer Cruises • Orient Lines |
|--|--|

ICE has expanded its vacation programs to its members and its affiliated partners' members through affiliations with world-renowned travel vendors including:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Globus • Cosmos • O.A.R.S. • Micato Safaris • Warner Vacations • Backroads • Classic Custom Vacations • International Kitchens • Travelbound | <ul style="list-style-type: none"> • Space Adventures • Grand Expeditions • TCS Expeditions • Travcoa • The Moorings • International Expeditions (Environs) • Country Walkers • The Adventure Network |
|--|---|

ICE has strategic affiliation agreements with the world's leading Resort and hotel properties, offering its Members and affiliated corporate partners unique resort benefits at over 650 leisure properties worldwide.





leading edge *sales*
and marketing tools

Benefits of a Business Alliance

As the leading provider of Cruise and Experiential vacations, ICE is in the unique position to offer its partners powerful sales and marketing opportunities.

It is a combination of ICE's leisure industry alliances, marketing expertise and innovations in technology that allows the Company to deliver a powerful plan for success to their affiliated partners. ICE's vision is to work strategically with affiliates to determine the best possible marketing and business strategies and assist them in thinking "outside the box."

Most important, ICE is committed to being a market maker in the travel and leisure industry. This means more innovative products and services to its Business Alliances and member base. ICE has set the standard in delivering exciting new products and quality services to the Vacation Ownership industry and travelers worldwide. ICE's alliances with global travel and leisure providers offers ICE the ability to continually increase the benefits of its Membership and meet the ever-changing demands of today's consumer.

The power in ICE's global alliance partnerships, combined with the Company's expertise in technology and the leisure vacation industry, continues to afford ICE the opportunity to develop value-added programs that others can only imitate.

ICE is committed to providing leading edge sales and marketing opportunities for its business partners through technology. As an innovator and technology-based organization, ICE's global commitment to technology is the backbone of its business. Through multimedia and Internet strategies, ICE can showcase alliance partners to millions of potential clients, providing new opportunities for lead generation as well as member relationship tools.

ICE knows that the lifestyle of today's consumer demands flexibility. Members can experience 24-hour online shopping, including high-quality virtual tours of cruises and vivid graphics of resorts and popular destinations. ICE provides all of the information necessary to make a vacation decision and book online from the comfort of Members' homes. If Members choose to call ICE's knowledgeable vacation consultants, the internal technology utilized by ICE provides the best possible services and values to Members.

ICE continues to be committed to providing the highest quality products and services. We are proud to have earned a reputation worldwide for excellence in the services provided to both our Members and our affiliated business partners. A business alliance with ICE means we will utilize all the power of our products and services to assist in meeting and exceeding your business objectives.



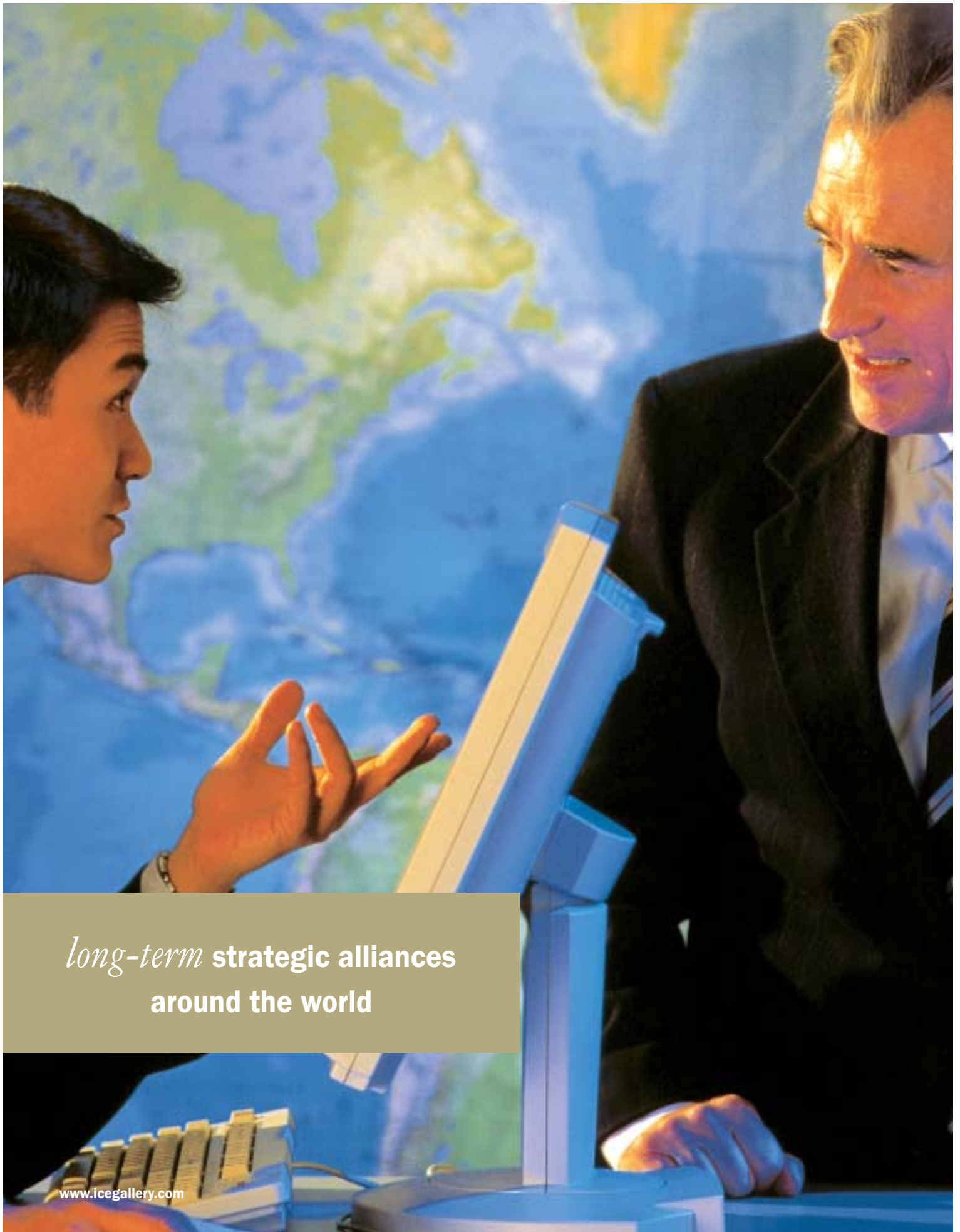


visionary solutions for the
future of *your* business

Products Overview

NextGen Solutions:	A suite of powerful technology tools that allow our business partners to dramatically increase revenue through innovative Internet marketing solutions.
Lead Generation:	Introduce your excess inventory to millions of potential owners through ICE's network of commercial partners.
Closing Incentives:	Provide the value-added benefit of the world of cruising through ICE Membership, vacation certificates or your own private-branded e-Vacation benefits.
Anti-Rescission Tools:	Vacation certificates provide instant value and confidence to new Vacation Owners.
Trial Ownership/Sampler Program:	Introduce prospective owners to the advantages of Vacation Ownership through ICE's next generation sampler package, including 'smart' certificates, membership benefits and Resort stays at your property.
Tour No-Buy Program:	Develop valuable relationships with tour guests and deliver future sales through online profiling and exclusive Internet marketing tools.
Existing Owner Programs:	Upgrade current owners to additional or higher-tiered vacation programs, increasing sales and efficiencies.
Owner Referral Programs:	A powerful Friends & Family program and 'smart' certificates introduce potential owners to the benefits of Vacation Ownership.
Maintenance Fee Program:	JustRewards takes the sting out of maintenance fees by rewarding and rebating your owners for payment of their maintenance fees. Immediate impact to your bottom line.





long-term **strategic alliances**
around the world

Current Clients

ICE is presently affiliated with more than 650 luxury resorts and hotels around the world, including:

- Hilton Grand Vacations Company (U.S.)
- Shell Vacations Club (U.S.)
- Grand Pacific Resorts (U.S.)
- Welk Resorts (U.S.)
- Leisure Industries (U.S.)
- Pacific Monarch (U.S.)
- Royal Holiday Resorts (U.S.)
- Pueblo Bonito Resorts (Mexico)
- Bluegreen Resorts (U.S./Caribbean)
- El Cid Resorts (Mexico)
- Mayan Palace Resorts (Mexico)
- MacDonald Hotels & Resorts (U.K.)
- Pestana Hotels & Resorts (Portugal)
- Anfi del Mar (Spain)
- RMI Consortium (Spain)
- Holiday Club (Australia)

ICE works with luxury Resorts in high-demand destinations worldwide and is continually increasing the number of affiliated resorts and hotels to serve our ever-growing member base.

In 2001, ICE entered into a long-term strategic alliance with Resort Condominiums International (RCI), the world's largest timeshare exchange company, whereby ICE provides all cruise fulfillment and servicing to RCI Members.

Through its long-term strategic alliance with online technology leader OurVacationStore, ICE also services business-to-business relationships with market leaders including:

- AT&T
- IBM
- UPS
- Carnival
- Nickelodeon
- The New York Times
- Trilegiant
- Cendant
- Milepoint.com
- Bid4Vacations.com
- Humana Values
- CheapTickets.com
- Trip.com
- Globus



a *global* commitment

Global Commitment

*I*CE currently offers Resort and Member service centers in the following locations:

world headquarters

PHOENIX

10030 North 25th Avenue
Phoenix, AZ 85021
Telephone: 602-395-1995
or 888-320-4234
Fax: 602-395-6695

international operations

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Charity of Choice

ICE is committed to supporting its global community. In 1998, ICE chose to make Christel House, an international children's non-profit organization, its Charity of Choice.

The mission of Christel House is to help orphaned, abandoned and impoverished children around the world break the cycle of poverty and become self-sufficient, contributing members of their societies.

"ICE is proud to support the mission of Christel House. We will continue to support Christel House as our Charity of Choice and will implement new and rewarding programs with our staff and clients in the coming years to further support the future of the Christel House work."

- Marcia Rowley, Executive Vice President, Marketing & Product Development

Christel House was founded in 1998 by Christel DeHaan and established its first Learning Center in Mexico in 1999. The organization receives donations for the education of children who come from orphanages and shelters. Children enrolled in Christel House receive the benefits of education, health care, life competency skill development, vocational and academic scholarships and social and workplace integration.



CHRISTEL
HOUSE

www.christelhouse.org



www.icevip.com