

## PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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### **CRUISE BROTHERS SWITCHES TO VACATION.COM**

*Cruise-selling powerhouse chooses Vacation.com to “relieve a huge marketing burden.”*

Alexandria, Va. (May 6, 2010) – Vacation.com®, North America’s leading travel services marketing organization, announces the addition of CruiseBrothers.com, the Providence, R.I.-based cruise agency that currently boasts more than 375,000 customers.

One of the largest family-owned cruise agencies in the country, CruiseBrothers.com consistently ranks among the top producers with many Vacation.com Preferred Suppliers, including Royal Caribbean International, Princess Cruises, Norwegian Cruise Line and Celebrity Cruises.

“We are extremely pleased to bring on another industry-leading agency such as Cruise Brothers and to have the products and services required to improve their business,” said Steve Tracas, Vacation.com’s president & CEO. “Agencies tell us time and time again that our direct marketing program is simply the best. Not only is our Engagement program industry leading, as recognized by our *Travel Weekly* Magellan Award, but it is also included in our membership and provides agencies considerable savings versus other consortia ad-hoc offerings.”

“Vacation.com’s disciplined, efficient and results-oriented programs made a significant difference for us in choosing a new agency marketing group,” said Steven Gelfuso, president of CruiseBrothers.com. “Engagement and EZguider will enhance our office productivity and our Independent Contractor program, as well as remove a huge marketing burden from my team. I truly feel I am gaining a partner in Vacation.com that is committed to improving my business.”

CruiseBrothers.com’s agents will now have access to Vacation.com exclusive products like Engagement, Vacation.com’s direct mail and email marketing program; EZguider, its all-in-one leisure-booking tool with integrated access to air, cruises, tours and insurance; and more than 700 amenity-filled and hosted cruise departures.

Agents should visit [www.JoinVacation.com](http://www.JoinVacation.com) to learn more about the benefits Vacation.com offers and to try the Benefits Calculator to discover the financial value of membership.

**Vacation.com**

Vacation.com is the largest travel services marketing organization in North America, serving independent retail travel agencies across the U.S. and Canada. Vacation.com facilitates “*The Power of the Partnership*” between a network of quality preferred suppliers and member agencies that increase profits through disciplined marketing, comprehensive training and robust booking tools, including the proprietary EZguider sales platform.

Interested in maximizing your agency’s profit potential? Visit [www.JoinVacation.com](http://www.JoinVacation.com) to learn why Vacation.com, an organization “Powered by Real Travel Agents,” is the right choice.

Vacation.com is a subsidiary of Amadeus IT Group, SA, and maintains its headquarters in Alexandria, VA.

For further information, contact Vacation.com at 1650 King Street, Suite 450, Alexandria, VA 22314; tel: 800-843-0733.

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