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**FOR IMMEDIATE RELEASE**

**02Cruise.com Introduces Most Powerful Cruise Search  
Available On or Off the Web**

*SureCruise™ Cuts from Hours to Seconds the Time to Find  
the Best Pricing on the Right Itinerary*

**Londonderry, NH – January 13, 2003** – Searching for the best price on the perfect cruise getaway? Frustrated spending hours online checking a myriad of departure dates and ships? Concerned that your travel agent's technology tools lack the capability to thoroughly research all of your options? Stress no longer. 02Cruise.com has launched SureCruise™, an advanced online search tool delivering the most powerful yet easy-to-use cruise shopping experience available, on or off the Web. SureCruise is available now at <http://www.02Cruise.com/surecruise>.

With a single click, Internet shoppers can confidently zero in on the best pricing on cruise itineraries that meet their detailed personal preferences from leading cruise lines, including: Carnival Cruise Lines, Costa Cruises, Celebrity Cruises, Holland America, Norwegian Cruise Line, Princess Cruises, Royal Caribbean Cruises and Windstar Cruises. Additional cruise lines will be participating in SureCruise in the future.

Until now, it would be time consuming or practically impossible for cruise shoppers to search out the most favorable deals that met their needs. Existing online cruise search tools offer basic criteria limited to cruise line, departure date, destination and length of cruise, and frequently require tedious manual checking of each sailing date's price.

SureCruise eliminates this frustration by pinpointing, on one Web page, the best offers from each participating cruise line on inside, outside, balcony and suite accommodations that meet shoppers' preferences. Approximately 6,000 cruise departures can be searched in seconds on geographic area, sailing date, duration, departure port, port of call, holiday sailings and more.

For example, what if you wanted to know which Alaska trip this summer from the major cruise lines offered the most attractive balcony stateroom rates? Or which European itineraries called in both Copenhagen and Stockholm? With SureCruise, you can perform your most complex searches quickly, and then either book your chosen cruise online or by speaking with one of 02Cruise.com's dedicated cruise specialists.

02Cruise.com is currently ranked in the top one percent of travel agencies, according to industry research from leading consortium Vacation.com. "02Cruise.com empowers vacationers with cruise shopping tools more powerful than those available at most web sites, making it easy and quick to find the right cruise at the best price, 24 hours a day," said Michael Spinelli, Vacation.com chairman emeritus and past president of the American Society of Travel Agents.



A recent 02Cruise.com study showed that more than half of consumers shop for cruise travel packages after work hours, when many travel agencies are closed. 02Cruise.com gives cruise shoppers the ability to shop for cruise vacations at their own convenience.

“Feedback from SureCruise testing has been extremely enthusiastic,” said Evan Eggers, founder and president of 02Cruise.com. “People have emailed to let us know, ‘it’s fantastic,’ it helped them find ‘the best rates,’ it’s ‘fast and efficient,’ and ‘this was fun.’”

#### **About 02Cruise.com**

02Cruise.com is the Internet’s cruise superstore, owned by leading travel agency GoDifferent LLC and based in Londonderry, New Hampshire. The company has specialized in constant innovation in online cruise shopping since its founding in 1999, and together with the expert advice provided by its dedicated cruise professionals, 02Cruise.com delivers the most enjoyable and satisfying cruise vacation purchase experience. GoDifferent is a registered trademark, and 02Cruise.com and SureCruise are trademarks, of GoDifferent LLC. GoDifferent is a member of Vacation.com, the Cruise Lines International Association (CLIA), the International Airlines Travel Agent Network (IATAN) and the Better Business Bureau’s Online Reliability program. For more information visit <http://www.02Cruise.com>.