



**02Cruise.com**  
GoDifferent LLC  
4 Terracewood Road  
Londonderry, NH 03053  
Phone/Fax +1 877-346-3433  
<http://www.02Cruise.com>

**Contact:** Donna Barnett  
02Cruise.com  
877-346-3433  
[donna.barnett@02Cruise.com](mailto:donna.barnett@02Cruise.com)

## **FOR IMMEDIATE RELEASE**

### **Online Cruise Shoppers Sail Away with Free Name-Brand Merchandise and Cruises**

#### *02Cruise.com Launches CruiseDividends<sup>TM</sup> Frequent-Cruiser Program*

**Londonderry, NH – September 15, 2004** – What’s more fun than setting sail on your dream cruise at a great price? How about earning points toward a second free cruise at the same time? Or one of thousands of name-brand merchandise items, from electronics to travel gear and even appliances? Today, 02Cruise.com, the Internet’s Cruise Superstore, announces the launch of its CruiseDividends frequent-cruiser program to thank its customers and add to the fun of buying a cruise vacation.

“What topic of conversation frequently comes up at dinner on a cruise? The question of who got the best deal,” explains Evan Eggers, 02Cruise.com’s president. “It’s human nature. And we want our customers to really enjoy that dinner-time banter!”

CruiseDividends points accrue for qualifying cruises on Royal Caribbean and Celebrity Cruises, the two lines who recently introduced a policy enforcing substantially uniform pricing across distribution channels. For other cruise lines, subject to their policies, 02Cruise.com offers on-board credits, gift cards, a Caribbean discount program, up-front discounts, bring-a-buddy rewards, and other amenities.

“Our goal is be creative about delivering maximum value to our customers,” said Eggers. CruiseDividends points can be spent today on over 3,000 merchandise items, and on 3+ night cruises from three different cruise lines. Visit <http://www.02Cruise.com/dividends> for details about the program and the complete award catalog.

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

02Cruise.com is currently ranked in the top one percent of travel agencies, according to industry research from travel consortium Vacation.com. 02Cruise.com is the Internet’s Cruise Superstore, owned by 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 cruise specialists, 02Cruise.com delivers the most enjoyable and satisfying cruise vacation purchase experience available. GoDifferent is a registered trademark, and 02Cruise.com, SureCruise, CruiseDividends, and the Internet’s Cruise Superstore 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), the American Society of Travel Agents (ASTA) and the Better Business Bureau’s Online Reliability program. For more information visit <http://www.02Cruise.com/media>

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