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FOR IMMEDIATE RELEASE

**CLIA PARTNERS WITH MARKET EASE ONLINE™ TO LAUNCH
FREE CONSUMER EMAIL PROGRAM FOR MEMBER TRAVEL AGENCIES**

FORT LAUDERDALE, November 3, 2008 -- Cruise Lines International Association (CLIA) has teamed with MarketEaseOnline™ (MEO) to create a new suite of electronic marketing tools for CLIA's 16,000 member travel agencies and cruise lines. The partnership features free customized "WhereToCruiseNext" emails delivered to a growing database of cruise consumers. The emails will offer cruise promotions from only CLIA member lines, with the call to action directly back to the recipient's participating CLIA member agency. MEO also includes email tools for agents to create and send their own cruise email campaigns.

"We are dedicated to providing resources to help our travel agency members grow their cruise business," said Bob Sharak, executive vice president of marketing and distribution for CLIA. "We know consumers are looking for value in today's marketplace and with this new product, we can help our member agencies and member lines deliver the best cruise values directly to consumers."

Through this new arrangement, CLIA and MEO will enable agents to create agency-branded cruise email campaigns, delivered on behalf of the agency directly to the client. Delivery of the emails will be a seamless process handled by ITAMS. Content and websites for customized email campaigns will be provided through the VacationPort product of Passport Online Inc. A link to a suite of email tools will be available to all CLIA member agencies at the Travel Agent Center section of CLIA website, www.cruising.org, allowing for effective and efficient marketing communications while safeguarding the confidentiality of participating CLIA members' client databases.

"We have seen excellent results with our recent expansion of the WhereToNext and TravAlert consumer email programs," said Darla Graber, president of ITAMS. "It was a natural expansion to take this program to the cruise marketplace. The agency community is embracing email marketing more every day and their consumers are responding. This new arrangement with CLIA will allow the delivery of cruise offers to agency consumers in a professional, timely electronic format and deliver new business back to the travel agents."

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MEO adds easy-to-use email marketing tools that will transform an existing client database into a true marketing vehicle. Supplier content can be customized and sent to a single client or a group of potential travelers with four simple click and point steps. MEO is a web-based CRM- and email marketing tool that allows agents to create and send email campaigns to their clients at any time, as long as an Internet connection is available. The program enables agents to create and store a client database that includes individual client profiles, with over 100 preset marketing criteria and 25 customizable fields. Cruise lines must be CLIA members to participate.

To take advantage of this new “WhereToCruiseNext” initiative, agents are requested to check out the CLIA preferred member benefits section of CLIA’s website or simply click on www.MarketEaseOnline.com/CLIA.

About CLIA

The nonprofit Cruise Lines International Association (CLIA) is North America’s largest cruise industry organization. CLIA represents the interests of 24 member lines and participates in the regulatory and policy development process while supporting measures that foster a safe, secure and healthy cruise ship environment. CLIA is also engaged in travel agent training, research and marketing communications to promote the value and desirability of cruise vacations and counts as members 16,000 travel agencies. For more information on CLIA, the cruise industry, and CLIA-member cruise lines and travel agencies, visit www.cruising.org

About ITAMS

ITAMS Ltd. was formed out of necessity. Darla Graber, president, had a travel agency for many years. She decided to expand her business into a host agency in the 1990s. To properly run her host agency she needed software to organize all the IC information. Thus the creation of ClientEase. She formed ITAMS in 2000 and has since sold off her host agency and works solely with ClientEase and MarketEaseOnline. For more information, visit www.MarketEaseOnline.com

About Passport Online

Passport Online is a leading supplier of Internet tools that help the leisure travel industry reach the travel agency consumer. Millions of unique travel agency consumers used Passport Online's shopping engine on travel agency websites to search for their next vacation experience. Each day, unique consumers are on those sites, seeking the product advice and opportunities offered by their trusted travel agent. Passport Online's key products are VacationPort and NexCite. Passport Online also offers complete email design and delivery services that integrate with the VacationPort and NexCite systems. For more information, visit www.passportonline.com.

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