



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

Contact:

Nicole Reznik
02Cruise.com
877-346-3433
nicole.reznik@02Cruise.com

FOR IMMEDIATE RELEASE

**Three Out of Four Say Finding the “Right” Cruise More Important Than Price,
02Cruise.com Survey Shows**

02Cruise.com’s Free Web Seminars Answer Online Shoppers’ Questions about Matching Their Own Interests to the Best Cruise Line, Ship, and Itinerary for Them

Londonderry, NH – February 19, 2004 – Three of four online cruise shoppers responding to a new survey by 02Cruise.com, the Internet’s Cruise Superstore, say that a match between their individual interests and priorities and the experience delivered by the cruise ship and itinerary is more important than price alone. In response to this wide majority, 02Cruise.com announces today a new series of free, educational Web Seminars that give consumers the chance to learn from, and interact with, invited cruising experts. Starting March 9, 2004 with “Cruising 101,” these Webinars will help prospective cruisers get the answers about cruise lines, ships and ports of call they need to cruise with confidence.

“Contrary to popular opinion, our new survey shows that online cruise shoppers do understand that different ships appeal to different people, and that selecting a cruise vacation is not the same as buying a commodity like an airplane seat,” explained Evan Eggers, president of 02Cruise.com. “People are asking for better online resources to educate themselves about their cruise options, so they can make an informed decision.”

Specifically, seventy-five percent of survey respondents prioritize matching the cruise line’s personality to their own more highly than finding the lowest price regardless of cruise ship or cruise line. And over 85% want to match ports of call to their personal interests and activities prior to choosing a cruise.

Today’s cruising offers such a diversity of experiences that there’s a perfect cruise vacation for just about everyone. Some ships dazzle with a Vegas-style scene, while others pamper with an intimate and romantic atmosphere. Incredible children’s programs entertain families on certain cruise lines, while others offer adult-only getaways. The options can seem overwhelming.

“The 02Cruise.com Webinars will help shoppers make the best choice for themselves,” explained Eggers. “Each Webinar covers a particular destination area, cruise line, or other cruising topic of interest. Now people can get live answers to their questions directly from invited industry experts.” Almost 90% of those surveyed said that such Webinars will be helpful in selecting their next cruise.

Each Webinar is presented live on the Internet with simultaneous audio via a toll-free phone number, and will last 30-60 minutes. Audience questions will be accepted prior to, and throughout, the Webinar. Plus, each attendee will become eligible for exclusive purchase incentives related to the featured cruise vacations.



In addition, 02Cruise.com's other innovations meet needs indicated by the survey results. "Three-quarters of the experienced cruisers who had already purchased a cruise online still said they plan to rely on advice from a cruise specialist," said Eggers. "People want more from their online cruise shopping experience than just the 'deal of the week.'" The new Webinars complement 02Cruise.com's existing Cruise Wizard, which guides customers to select a cruise line that fits their personality, and detailed port-of-call reports customized for each booking that help vacationers find activities ashore that match their interests.

Webinar Schedule

The first Webinar, "Cruising 101," is Tuesday March 9, 2004, and its highlight will be Q-and-A with Vicki Freed, senior vice president of sales and marketing with Carnival Cruise Lines. It will explain the cruise experience for the 71% of people who, according to CLIA statistics, have never taken a cruise, and for past cruisers who want to update themselves on the exciting new ships and homeland itineraries. "Cruise vacations deliver the best value and the most fun in the entire vacation marketplace," explained Freed. "It's a pleasure to introduce the wonderful experience of cruising through an innovative outreach program like 02Cruise.com's Educational Webinar Series."

Alaska cruises and land cruisetours will be the subject of the second Webinar, on Tuesday March 16, with participation from Holland America, which has been a consistent leader in the Alaskan cruise tour market. Explaining the many options available to Alaska travelers will be special guests Paul Allen, vice president of Alaska marketing for Holland America, and Noel de Chambeau, director of Alaska marketing.

The third Webinar, "Caribbean Cruising," on Tuesday March 23, de-mystifies the differences between the Southern, Eastern and Western Caribbean. Find out where you can swim with the stingrays, parasail, interact with dolphins, snorkel, SCUBA dive, swim under a waterfall, shop or relax, and all without packing and unpacking. This Webinar features the ships of Princess Cruises, including the brand-new Caribbean Princess.

Additional upcoming Webinars will cover topics such as cruising the great cities of the Mediterranean, sailing with kids, sailing ship cruising, and enjoying Hawaii's spirit of aloha by cruise ship. New Webinars will be added regularly. For the complete current Webinar schedule and to register, visit <http://www.02Cruise.com/webinar>

Private showings and customized Webinars can be arranged for groups.

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, 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>.