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News Release

FOR IMMEDIATE RELEASE

MICKEY O'DONNELL NOW OFFERS EXCLUSIVE CRUISE AND LAND PACKAGES THROUGH NATIONAL AFFILIATE

Comfort, TX – June 1, 2009– Mickey O'Donnell announced today that she has joined Cruise Planners/American Express, an award-winning national cruise agency. Affiliation means that Mickey can now offer customers exclusive pricing on a wide range of cruise packages, a choice of thousands of group departures, private cruise sales, as well as cabin upgrades and special amenities such as shore excursions, discounted fares, travel gifts and more. As a Cruise Planners Specialist, Mickey also provides specialized land and tour packages to destinations around the world.

Cruising has become one of the fastest growing methods of travel. “More and more people are taking cruises every year,” said O'Donnell. “The cruising trend has changed and cruisers are more adventurous and youthful. There's also been the emergence of multi-generational cruisers – families that take their cruise vacations together. Cruises offer the most satisfying, convenient and value-oriented way to travel. Cruise Planners has “Top Producer” status with virtually every cruise line which enables me to provide my customers with the best prices along with my expertise and personalized service.”

Exclusive to Cruise Planners is International Conferences™, a provider of excellent accredited programs of continuing Medical, Nursing, Legal and Dental education seminars at sea. “We are very excited to offer our customers a venue for exceptional continuing education while on vacation with their colleagues and family members,” states (Your Last Name).

As an American Express Travel Services Representative agency, Cruise Planners offers Mariner Club sailings which means their customers receive exclusive benefits such as a gracious and complimentary host, private cocktail party, shore events, additional shipboard credits, and more—adding value to the vacation. New this year is the exclusive “Cruise for Free” program. Customers can now use their American Express Reward Points to cover all or part of their vacation.

Licensed, bonded, and insured, Cruise Planners is a member of CLIA (Cruise Line International Association), NACOA (National Association of Cruise Only Agencies), and the BBB (Better Business Bureau).

For more information, contact Mickey O'Donnell of Cruise Planners at 830-995-3651 or www.mickeys-travelcp.com.

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About Cruise Planners/American Express

Founded in 1994, Cruise Planners is an American Express Travel Services Representative national cruise agency headquartered in Coral Springs, FL, that operates a franchised network of more than 700 experienced travel professionals who independently book cruises and other associated travel. Cruise Planners gross sales totaled \$120 in sales each year and has achieved the highest industry awards year after year; Royal Caribbean International Home-based Partner of the Year, Carnival's Agency of the Year, American Express Travel Services Representative Excellence Award and *Entrepreneur* magazine's Franchise 500 ~ Ranked Number 1 in Category, to name a few.