FOR IMMEDIATE RELEASE

CROWNCRUISECOLLECTION.COM ANNOUNCES UNPRECEDENTED PRICING ON ULTRA LUXURY LINES

Princeton, N.J. – October 7, 2009 – While price may have been of little consequence to luxury travelers in the past, getting the best value possible on vacations today is now not only savvy, but trendy. Purveyors of Ultra Luxury Cruises looking for unprecedented pricing on luxury vacations at sea will find them by visiting CrownCruiseCollection.

The sophisticated search engine on <u>CrownCruiseCollection</u> will search for live inventory in most cases. One of the lines; Regent Seven Seas Cruises, is currently offering the following additional benefits when you book your cruise.

Elite Travel and Medical Evacuation Policy and Regent Seven Seas Cruises fares include:

Economy class airfare

Business class air in category C suites and above on Europe itineraries

Unlimited shore excursions

Shipboard gratuities

Complimentary beverages, including fine wines and premium spirits, beer, soft drinks, bottled water, coffee and tea served throughout the ship

All governmental fees and taxes

Embarkation at noon and lunch onboard the first day of the cruise

Welcome bottle of Regent champagne and fresh fruit in your suite

In-suite refrigerator stocked with soft drinks, beer and bottled water, replenished twice daily

All fine dining options, including Signatures by Le Cordon Bleu®, contemporary steakhouse Prime 7, and in-suite dining, served course-by-course during restaurant hours

24-hour room service

Butler service in Category B suites and above (category C suites and above beginning in 2010)

In-suite bar set up upon embarkation on all butler suites and SoundDock® for iPod®

*Subject to change without notice and may only be available on select cruises

About CrownCruiseCollection

A travel experience created by an obsession to detail, offering unparalleled service and special pricing on the luxury and ultra-luxury lines. Fueled by youthful energy, these are the cornerstones of a new agency on the travel scene, CrownCruiseCollection. In addition to these attributes, the CrownCruiseCollection features a seasoned team of cruise experts who use modern technology to power their success and thrive in the competitive luxury cruise and vacation travel marketplace.

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