



## America's Vacation Center Reports Record-Breaking Results

America's Vacation Center (AVC), one of the leading host travel agencies, announced that August 2009 was the best month in the company's history. The record month was based on every measure of success including its quantity of Live Leads™, number of bookings, sales and commissions.

AVC's record-breaking month contributed to a culmination of new programs and innovations, including the launch of its Travel Agent Stimulus Plan™ in March 2009. As a part of the over \$2 million commitment, the company invested a significant amount toward increasing its consumer marketing, which substantially elevated the number of Live Leads – a program exclusive to AVC. Using patent-pending technology, AVC's Independent Affiliates can build their businesses with these Live Leads, which are well-qualified customers who are proactively planning their next vacation and seeking expert advice.

"America's Vacation Center is having an unparalleled year with Celebrity Cruises, and are up over 100 percent year to date," said Dan Hanrahan, President and CEO of Celebrity Cruises. "In today's economy those figures are beyond astonishing. We appreciate our close relationship with America's Vacation Center and look forward to continuing to build upon our mutual success."

AVC, a member of the American Express Travel Representative Network, has received notable acclaim in the industry, including being named "Travel Agency of the Year" by Carnival Cruises, Royal Caribbean, MSC Cruises USA, Brendan Vacations, Oceania Cruises and Norwegian Cruise Line.

"America's Vacation Center believes that times of change are times of opportunity," said Brad Anderson, Co-President of AVC. "Our company and our network of unrivaled Independent Affiliates adapted to the economic climate and changes in consumer behavior, and have pushed to not just survive, but to thrive in 2009. Based on our year to date results these efforts have proven successful for the entire organization and we look forward to a successful Q4 and 2010."

