



Online Vacation Center Announces Strategic Partnership with Semester at Sea

PLANTATION, Fla., Oct 16, 2007 (BUSINESS WIRE) -- Online Vacation Center Holdings Corp. (OTCBB: ONVC) is pleased to announce it has signed a Memorandum of Understanding with the Institute of Shipboard Education (ISE) to market unique voyages focused on the exploration and study of cultures around the world. ISE operates the well-known Semester at Sea(R) study abroad program, with the top ranked University of Virginia as the program's academic sponsor.

Edward B. Rudner, CEO of Online Vacation Center Holdings Corp., said, "We are excited to be working with ISE. The Semester at Sea name is synonymous with educational excellence and extraordinary travel programs. People who have already taken traditional cruises are now looking for something different in terms of destination and subject matter. We believe enrichment cruises, marketed with an outstanding partner such as the Institute for Shipboard Education, will be a product that will stand out in the marketplace."

Initial voyages will be ten to fourteen days in length aboard the MV Explorer and will travel to exotic destinations. Every cruise will contain programs that accentuate and immerse passengers in what ISE calls 'lifelong learning'. These programs will contain lectures and classes given by college professors and other experts that focus on the history and culture of the destinations visited. Passengers will also enjoy traditional amenities available such as a spa, library, swimming pool, fitness center, and Internet cafe.

Les McCabe, President of ISE, said, "This partnership with Online Vacation Center enables us to extend our educational voyage product to a whole new audience. We believe our reputation for delivering unique educational voyages, coupled with Online Vacation Center's marketing expertise, will provide travelers with an exciting vacation experience that they will remember for a lifetime."

About Semester at Sea

Semester at Sea is administered by the nonprofit Institute for Shipboard Education, and the University of Virginia is the program's academic sponsor. Since 1963, almost 45,000 students have studied and traveled around the world with Semester at Sea. Each year it offers 100 to 110-day voyages around the world during the fall and spring semesters, along with a shorter, regionally focused summer voyage. In addition to undergraduate students, the voyages are open to adult travelers pursuing lifelong learning. Visit www.semesteratsea.org for more information.

About Online Vacation Center Holdings

Online Vacation Center Holdings Corp. is a Florida holding company, focused on building a network of diversified vacation marketers with a wide range of products that can be cross-sold to an extensive customer base. Online Vacation Center Holdings Corp. is one of the country's largest cruise retailers. Its portfolio of travel companies, including Online Vacation Center, Dunhill Vacations News and Curves Travel, allows customers to research, plan and purchase a vacation. The Company, based in Plantation, Florida, has been in business for over 30 years and became publicly traded in March 2006. Additional information can be found at www.onlinevacationcenter.com.

Safe Harbor Statement

Certain statements contained in this press release that are not historical facts may be forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities and Exchange Act of 1934. These forward-looking statements may include, but are not limited to, statements about our plans, objectives, expectations, prospects and intentions, markets in which we participate and other statements contained in this press release that are not historical facts. When used in this press release, the words "expect," "predict," "project," "anticipate," "believe," "estimate," "intend," "plan," "seek" and similar expressions are generally intended to identify forward-looking statements. Because these forward-looking statements involve risks and uncertainties, there are important factors that could cause actual results to differ materially from those expressed or implied by these forward-looking statements, including changes in our plans, objectives, expectations, prospects and intentions and other factors discussed in our Annual Report on Form 10-KSB filed with the SEC on March 21, 2007 and other filings with the SEC. We cannot guarantee any future levels of activity, performance or achievements. The Company undertakes no obligation to update forward-looking statements to reflect events or circumstances occurring after the date of this press release.

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SOURCE: Online Vacation Center Holdings Corp.

Semester at Sea(R) / Institute for Shipboard Education

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