



Online Vacation Center Holding's Phoenix International Publishing Subsidiary to Publish Meeting Planning Guide and Getaway Guide for Fairfield County/Connecticut

PLANTATION, Fla., Jan 17, 2007 (BUSINESS WIRE) -- Online Vacation Center Holdings Corp. (OTC BB: ONVC), an aggregator of diversified vacation sellers, today announced that its wholly owned subsidiary, Phoenix International Publishing, has been selected to publish the annual Meeting Planning Guide and Getaway Guide for Fairfield County/Connecticut.

"While Phoenix International Publishing is the leading publisher of international travel guides and planners in the UK and other European markets, this is our first contract for the US domestic travel guide market," said Simon Todd, President of Phoenix International Publishing. "Fairfield County, Connecticut, is a great destination for both tourism and meetings and we are excited to bring our publishing expertise to this project."

"When we purchased Phoenix International Publishing back in August 2006, our goal was to expand their business beyond their European roots and this contract serves to validate that strategy," said Ed Rudner, Chief Executive Officer of Online Vacation Center Holdings Corp. "Phoenix already had an expertise in writing on North American destinations and it was a natural to expand into the US domestic travel guide market. We believe there will continue to be opportunities to further build our publishing business in the US."

"We selected Phoenix International Publishing to produce our guides because of their excellent reputation for quality and service, and their ability and experience to present travel to both the consumer and the groups and meetings markets," said Catherine Sidor, Executive Director of Connecticut's Fairfield County Convention and Visitors Bureau. "They truly understand the travel publishing business, and we know that their publications will continue to grow travel to the coastal Connecticut region."

More information about Fairfield County/Connecticut can be found at www.visitfairfieldcountytct.com.

Phoenix International Publishing, which traces its roots back to 1980, is the publisher of Essentially America the UK's leading consumer magazine dedicated to travel and lifestyle in the USA and Canada. Essentially America has won numerous travel writing awards, including the prestigious Travelex Award for the best travel feature in a UK magazine and the Visit USA UK Award for Excellence in the Specialist Magazine category. Phoenix International Publishing is well known for the quality and scope of its custom publishing and travel guides for consumers. In 2006 alone, the company produced and published over one million copies of travel guides to numerous North American destinations, in seven different languages. The company has offices in Dallas, Texas and London and Horsham, England.

About Online Vacation Center Holdings

Online Vacation Center Holdings Corp., based in Plantation, Florida, is focused on building a network of diversified vacation sellers with a range of products that can be cross-sold to an extensive customer base. Target businesses will be financially and technologically sound and provide a high degree of personalized service to help customers research, plan and purchase a vacation. The Company, today one of the country's largest cruise retailers, has been in business for over 30 years and became publicly traded in March 2006. Additional information can be found at www.onlinevacationcenter.com.

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Certain statements in this press release may be "forward-looking statements" within the meaning of The Private Securities Litigation Reform Act of 1995. These forward-looking statements may include projections of matters that affect revenue, operating expenses or net earnings; projections of growth; and assumptions relating to the foregoing. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or qualified. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking information. These factors are discussed in greater detail in the company's filings with the Securities and Exchange Commission.

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