



AUSTRALIA-BASED ORION EXPEDITION CRUISES APPOINTS DAVID MORRIS INTERNATIONAL, EXPANDING U.S. SALES & MARKETING EFFORTS

NEW YORK (June 2, 2009) - Australia's premier expedition cruise line, Orion Expedition Cruises, has joined forces with David Morris International (DMI) to boost U.S. sales and marketing efforts, helping to expand the luxury expedition product's reach in North America. As an expert in marketing cruise-based experiential travel, contracting DMI was a natural next step for Orion Expedition Cruises, and together, the brands look forward to enhancing market share via DMI's invaluable experience and vast network of industry contacts. DMI will work alongside Orion Expedition Cruises' existing sales team headed by Karen Wiseman and Lesa Bain.

In celebration of this new relationship, travel agents can now take advantage of a limited-time agent bonus promotion, whereby agents will receive USD \$750 in bonus commission for all new reservations made between June 1 – 30, 2009.

"David Morris's reputation and experience in the luxury market segment is widely recognized," said Sarina Bratton, Founder and Managing Director of Orion Expedition Cruises. "For a niche luxury brand such as Orion Expedition Cruises, we believe the combined expertise and exposure David Morris International can bring to our company will deliver significant growth in the North American market."

"We are delighted be working with Orion Expedition Cruises, and I am very excited to be in collaboration once again with Sarina Bratton, a recognized pioneer in the industry," said David Morris, President of David Morris International. "I have long admired Orion Expedition Cruises and look forward to representing such a fine expedition ship."

Founded in early 2004, Orion Expedition Cruises is Australia's only sustainable, world-class expedition cruise line, and seeks to provide guests with authentic and engaging experiences that incorporate the natural and cultural aspects of undiscovered destinations. Offering new and diverse itineraries into the pristine wilderness, Orion currently sails to areas of Antarctica, Australia's Kimberley, Papua New Guinea, Melanesia and Southeast Asia. On May 26, 2009, Orion Expedition Cruises added two prestigious awards to its growing roster of accolades – *Gourmet Traveller's* (Australia) coveted Readers' Choice Awards in both the "Best Adventure Tourism" and "Best Cruise Line" categories.

To learn more about the agent bonus commission, visit www.orionexpeditions.com/promotions/usa.

About Orion Expedition Cruises

Founded by Sarina Bratton in 2004, Orion Expedition Cruises operates one 53-stateroom & suites luxury expedition vessel, the MV Orion. The only true international-standard, five-star expedition vessel operating year-round from Australia, Orion boasts the highest staff-to-guest ratio of any Australian-based ship. Its advanced features have set new standards in maritime and environmental design, including the highest classification of ice-strengthened hull possible (before an ice breaker). Orion accommodates 106 guests and 75 crew members and offers all the luxuries associated with a mega yacht. In four short years of operation, the company has received numerous awards, including "Best Small Ship" and "Best Adventure Cruise" for three consecutive years by *Cruise Passenger* magazine (Australia) and was ranked second best expedition ship in the world by the *Berlitz Guide to Cruising*. Orion Expedition Cruises is owned by KSL Capital Partners. For more information, visit www.orionexpeditions.com.

About David Morris International

David Morris International (DMI), founded in April 2009, offers cost-effective, executive-level sales & marketing solutions for niche-market travel industry providers, helping to improve clients' profitability and market share by giving clients the flexibility to utilize services specific to their needs. Specializing in custom sales & marketing services, uniquely developed travel programs and charters & incentive agreements, DMI combines the experience, contacts, resources, and extraordinary talents of industry professionals on a contract basis. President David Morris brings 30+ years of experience to the table, having worked for Cunard, Crystal and mostly recently, Silversea Cruises, and is assisted by long-time associates, Marilyn Conroy, EVP of Sales, and Judy Parker, SVP of Marketing. DMI has also forged a strategic alliance with The Brandman Agency, one of New York's premier luxury travel and tourism firms, who will assist clients from a public relations perspective. DMI has offices in Orange County, California and New York City. For more information, visit www.davidmorrisingintl.com or call (714) 619-3751.

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