

## **CruiseShipCenters chooses Fusepoint to manage IT and hosting needs of Canada's #1 retailer of cruise vacations**

**TORONTO/VANCOUVER – June 15, 2004** – Fusepoint Managed Services today announced it has been selected by CruiseShipCenters®, Canada's leading retailer of cruise vacations, to host and fully manage all of its mission critical IT infrastructure and related web-based applications. CruiseShipCenters maintains over 75 franchises and works with 900 professionally trained Cruise Consultants throughout North America.

Under the agreement, Fusepoint will guarantee the security and availability of CruiseShipCenters' critical data including CruiseDesk®, an essential, proprietary web-based application used by Cruise Consultants for contact management, customer travel order processing, e-mail, and product research purposes.

Additionally, as much of CruiseShipCenters' sales success relies on a strong Internet offering combined with a centrally managed permission-based e-mail marketing program, each sales consultant can manage their own personal web site (featuring daily price updates of cruise line inventory) along with a unique e-mail customer contact program (addressing personalization, relevance and frequency requirements) – all residing on Fusepoint's infrastructure. CruiseShipCenters expects to deliver 4 million client e-mail messages this year alone.

“Whether an agent is in the office, working from home, or on a Mediterranean cruise, these and other CruiseShipCenters applications need to be accessible 24 hours a day, 7 days a week,” said Michael Drever, President and CEO, CruiseShipCenters International Inc. “The stability and reliability of our systems is crucial to our ‘clicks and bricks’ strategy, as we plan to use the power of the Internet for further one-to-one marketing while expanding to 100 retail locations by 2005. We couldn't do any of this without a sound technology partner, and Fusepoint's management of our IT needs has not only elevated our levels of security and reliability, but has also helped to reduce our overall IT costs.”

“CruiseShipCenters is a real travel industry success story, having grown an average of 30 per cent annually over the past 16 years,” said Robert Offley, President and Chief Executive Officer, Fusepoint Managed Services. “CruiseShipCenters' business applications are at the very heart of their success, offering a competitive advantage and helping to differentiate them from others in the travel business. Fusepoint will provide unequalled levels of service, guaranteeing uptime so that Cruise Consultants can consistently deliver the best possible product to their customers from anywhere, at anytime.”

Many mid- and large-sized Canadian businesses are realizing that strategic outsourcing of IT operations with a trusted service provider is their most viable and cost-effective option to safeguard the security, performance, and availability of their critical data and overall IT infrastructure. IDC Canada valued the 2003 Canadian systems infrastructure service provider (SISP) market at C\$409 million and predicts it will continue to grow by approximately 13 per cent yearly to reach C\$680 million by 2007. The number rises significantly when application, content and business services are added into the fold.

### **About CruiseShipCenters**

CruiseShipCenters is Canada's leading retailer of cruise vacations. With 75 locations, over 900 professionally trained Cruise Consultants, and a robust internet platform, the company sells over 20% of all cruises purchased in Canada. CruiseShipCenters has just celebrated its 16<sup>th</sup> year in business.

### **About Fusepoint Managed Services**

Fusepoint Managed Services is the leading provider of managed IT services and infrastructure for companies running mission-critical business applications. Supporting all levels of business, Fusepoint's scalable solutions include managed infrastructure hosting, managed application infrastructure services, e-business security, and business continuity.

Built on a foundation of unrivaled technical expertise and proven operational processes, Fusepoint's managed IT solutions are SLA-backed, easily scalable and designed to reduce IT cost structures while mitigating risk of service disruption. Picked as a "company to watch in 2004" by IDC Canada, Fusepoint maintains a national network of state-of-the-art data centres strategically located in Toronto and Vancouver. For more information please visit [www.fusepoint.com](http://www.fusepoint.com).

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