



FOR IMMEDIATE RELEASE

CONTACT: Elizabeth Kelley Grace  
561-989-9855  
[elizabethkelleygrace@gmail.com](mailto:elizabethkelleygrace@gmail.com)  
Ellen Yui  
301/270-8571  
[ellenyui@yuico.com](mailto:ellenyui@yuico.com)

## **SeaMiles Partners with Admiral Travel Gallery**

TORONTO, ONTARIO – February 26, 2009 -- SeaMiles Limited (TSXV-SEE), North America's premier cruise loyalty provider, is pleased to announce an exciting new partnership with Sarasota, Florida's Admiral Travel Gallery® (ATG), offering new benefits to members of both organizations.

SeaMiles launched in 2004 with the Carnival Sea Miles MasterCard program and in May 2007, expanded the program by adding a second SeaMiles credit card – the SeaMiles Visa Rewards Card with Chase Bank. Both cards offer the promise of “*Any Cruise Line...Anytime*” with no restrictions, no blackouts and no fees. SeaMiles is the cruise industry's largest loyalty credit card program and has awarded over two billion (2,000,000,000) SeaMiles to its members.

“Admiral Travel Gallery is a world-class travel organization with significant cruise expertise and is an ideal partner for SeaMiles,” said Peter Rooney, president of SeaMiles. “We believe in fostering loyalty by offering the customer tremendous value on their terms. Under this program, members who book cruises through Admiral Travel Gallery will receive triple (3X) SeaMiles and will be encouraged to use them freely against future cruises and other ATG products.”

“The partnership between SeaMiles and ATG represents an unprecedented value and opportunity in retail travel,” said Malaka Hilton, Admiral Travel Gallery owner and president. “Our clients will now earn cash back on cruises and other products that they would be purchasing anyway, and SeaMiles Card Members will earn SeaMiles on exclusive 'Wow-Factor' experiences throughout the world. Simply put, we're enriching the experience and everybody benefits.”

### **ABOUT SEAMILES**

SeaMiles Limited is publicly traded on the Toronto Stock Exchange (TSXV-SEE), with offices in Fort Lauderdale, Boston and Toronto. SeaMiles is North America's premier cruise loyalty provider, committed to recognizing and rewarding the cruiser through multiple earning opportunities and best-in-class, maximum award flexibility based on “*Any Cruise Line... Any Time.*” Additional information can be found at [www.seamiles.com](http://www.seamiles.com).

ABOUT ADMIRAL TRAVEL GALLERY®

ATG fulfills the lifestyle world class travelers seek with an emphasis on the personalities, art, food & wine and cultural history of faraway lands. Its reputation and successful alliances within the Virtuoso network allow ATG to deliver the WOW-factor with “insider access” and exclusive opportunities that break the mold of a traditional travel agency. More information can be found at [www.admiraltravel.com](http://www.admiraltravel.com).

ATG owner Malaka Hilton has been recognized by Travel + Leisure as a Top Travel Specialist for Egypt since 2004; co-owner Ryan Hilton is a Top Travel Specialist for Southern Africa, recommended by Conde Nast Traveler every year since 2003.

\* \* \*

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.