



SEAMILES ANNOUNCES CEO APPOINTMENT

TORONTO, ONTARIO: February 29, 2008: SeaMiles Limited (TSXV-SEE), North America's premier cruise loyalty provider, today announced that Mr. Steven Wise has been appointed as Chief Executive Officer of the Company, expanding upon his current roles as Chairman and a member of the Company's board of directors.

In addition, the Company announces that Martha Ham has resigned as director of the Company. The board wishes to thank Ms. Ham for all her contributions to the Company.

The TSX Venture Exchange has neither approved nor disapproved of this press release.

ABOUT SEAMILES

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.

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