



## **SeaMiles Launches Partnership with the Merchants of Ketchikan, Alaska's First City**

**Toronto, Ontario** - (Marketwire - July 16, 2008) – SeaMiles Limited (the "Company") (TSX Venture: SEE), North America's premier cruise loyalty provider, today announced that SeaMiles, LLC, its Florida subsidiary, in what is to be the first of many exclusive partnerships, has joined forces with the merchants of Ketchikan to offer cruisers a chance to Earn Faster and Redeem Easier than ever before on *Any Cruise Line...Any Time*, by offering the SeaMiles® Visa® Rewards Card as the preferred card of the merchants of Ketchikan.

The partnership between SeaMiles and the Ketchikan merchants is an ideal pairing with over 900,000 cruise enthusiasts visiting Ketchikan, Alaska annually. These cruisers will be given the unique opportunity of applying for the SeaMiles Visa Rewards Card and being entered to win a Caribbean Cruise for two. Once they start spending on the card, they immediately begin earning SeaMiles towards their next cruise vacation in Alaska or anywhere else in the world. There are No Restrictions, No Blackouts and No Fees - so the choice is theirs.

"SeaMiles is thrilled to have partnered with the merchants of Ketchikan, as a premiere cruise destination. We are working together to continue to provide the most memorable cruise experience available to our members," says Peter Rooney, President, SeaMiles.

### **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](http://www.seamiles.com).

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