

PRESS RELEASE

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WWW.CRUISESAINTLAWRENCE.COM A SITE FOR YOU TO ADD TO YOUR FAVOURITES!

Québec City, April 23, 2008— Cruise the Saint-Lawrence, whose mission is to develop the international market and Québec supply of cruise products, has launched its new Website in Québec City, at: www.cruisesaintlawrence.com

This informative and functional site boasts excellent visual quality and presents Québec as a cruise destination that is simply not to be missed. The site includes descriptions of nine ports of call along the Saint-Lawrence that comprise offer undeniable potential for development and marketing. An appropriate theme is used for each of these ports of call, which are: Montréal, Trois-Rivières, Québec City, Saguenay, Baie-Comeau, Sept-Îles, Havre-Saint-Pierre, Gaspé-Percé-Chandler and Îles de la Madeleine.

The Website presents all of the itineraries for the international cruise lines that frequent the Saint-Lawrence in the vast Atlantic region known as Canada/New England. The site is also a complete information tool for the industry and a planning tool that is ideal for both consumers and travel professionals. It features a tour calendar for passenger vessels, an impressive photo gallery, and a video of the Saint-Lawrence destination. Visitors to the site can subscribe to the newsletter, discover the major attractions and events at each port of call, or consult the press gallery.

The site production mandate was entrusted to the Vertisoft, a firm specializing in Internet technology and electronic business. By the end of 2008, Cruise the Saint-Lawrence will have invested close to \$100,000 in the development and in advertising (key words, Web banner, other) that are intended to increase traffic on the site.

The SLCA boasts 25 members as well as major partners including the ministère du Tourisme, Transports Québec and the Economic Development Agency of Canada for the Regions of Québec.

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Source:

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