

SAY HELLO TO MORE PROFITS

AND GOODBYE TO NCF'S

COMMISSION ON EVERYTHING—NO EXCEPTIONS

News like this doesn't come along often. Now, you'll be able to earn commission on every aspect of a client's booking—from cruise and air to port charges, taxes, fees, travel protection plans and more. And unlike other river and ocean cruise lines, there are no exceptions. Only Viking offers such comprehensive commissions—averaging over \$1,000 per booking. You asked for it, and we heard you. We hope this will be news to your ears.

Start earning now—Viking's new commission policy is valid on new bookings as of June 9, 2010. Call Viking at 1-877-668-4546 or visit vikingrivercruises.com/agents



THE WORLD'S LEADING RIVER CRUISE LINE...BY FAR®



FOR IMMEDIATE RELEASE

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**VIKING RIVER CRUISES ANNOUNCES UNPRECEDENTED
COMMISSION PROGRAM FOR TRAVEL AGENTS**

Viking Pays Commission on Everything

LOS ANGELES (June 8, 2010) – Viking River Cruises, the world’s leading river cruise line, today announced that effective June 9, 2010, it will implement a new, industry-leading commission structure: Viking will pay commission on every aspect of a client’s booking—from cruise and air to shore excursions, port charges, taxes, fees, travel protection plans and more. With a decade-long tradition of innovation, Viking River Cruises now leads the travel industry—including its river cruise competitors and all ocean cruise lines—with the trade’s only fully commissionable program.

“This unprecedented commission policy was developed with input from leaders in the travel agency community, and it is very simple,” comments Torstein Hagen, Chairman of Viking River Cruises.

“If an agent sells a Viking River Cruises itinerary, they earn a commission on all of it. Our partners will be paid for everything they sell.”

In addition, to the industry-exclusive payment on air, port charges, taxes and fees, Viking will offer many other commissionable upgrades—such as Premium Economy or Business Class air upgrades, beverage packages, gift orders and more—to make the most out of the guests’ river cruise experience while increasing the agents’ profit from the reservation. Unlike other river and ocean cruise lines, there are no exceptions. The new commission program will apply to all new 2010 and 2011 bookings, and Viking will continue to pay commissions 29 days prior to departure.

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Viking River Cruises Announces Unprecedented Commission Program

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Since Viking started its operations in the U.S. 10 years ago, the company has provided the most inclusive cruise pricing in the industry. Thus, brochure prices include shore excursions with each program, use of wi-fi (where technically available) and also port charges, an industry exclusive. Air prices are also inclusive of governmental fees and charges as well as airport transfers. Starting with the 2010 season, Viking's promotions feature complimentary wine with dinner, another inclusive benefit. This new commission program is an extension of the all-inclusive formula and provides additional earning potential to the travel agency community.

"Since our inception, Viking has prided itself on its relationships with the travel agent community, and with this program we reaffirm this commitment," adds Mr. Hagen. "Currently, our average commissions are more than \$1,000 per booking; by commissioning everything, earnings will increase by an average of \$100, and agents will have an even greater incentive to sell Viking. Now the world's leading river cruise line has the world's leading commission program."

Information on 2010 and 2011 itineraries, dates, pricing and additional travel agent benefits is available on the company's travel agent portal at www.vikingrivercruises.com/agents. Agents who have registered at Viking's travel agent portal can also create their own co-branded Viking website, allowing them to give clients access to current Viking information but featuring their own agency name, contact information and logo. For additional details, contact Viking River Cruises toll-free at 1-877-66VIKING (1-877-668-4546).

About Viking River Cruises

Viking River Cruises, the world's leading river cruise company, offers scenic cruising along the rivers of Europe, Russia, China and Egypt. The company has been honored multiple times as the top river cruise line on *Condé Nast Traveler's* "Gold List" and *Travel + Leisure's* "World's Best" Awards as well as recognized as the World's Leading River Cruise Operator at the World Travel Awards. Travel agents have also recognized Viking River Cruises as "Best River Cruise Line" by *Travel Weekly*, "Best River Cruise Line" by *Recommend* and *Travel Agent* magazines, Best Cruise Line for Luxury River Cruises at the *Luxury Travel Advisor* Awards of Excellence and as "Best Overall Cruise Line for River Cruising" and "Best River Cruise Line for Travel Agent Support" by *TravelAge West*. Since its 1997 inception, the company has grown to a fleet of 18 vessels, and provides unique, deluxe vacations to experienced travelers with an interest in geography, culture and history. With a \$250 million investment in a fleet development program, by 2013 Viking will have several refurbishments plus the introduction of eight new ships beginning with Europe's *Viking Prestige* in 2011. For additional information, contact Viking River Cruises at 1-877-668-4546 (1-877-66VIKING) toll-free or visit the company online at <http://www.vikingrivercruises.com>.

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