



## MEDIA RELEASE

FOR IMMEDIATE RELEASE

### **National Geographic ADVENTURE names Cruise North one of the best trips on earth**

*To truly experience the Arctic is to understand the essential Inuit belief that everything in nature is infused with the spirit of life.*

**Kuujuuaq, Quebec, January 23, 2009.** Inuit-owned Cruise North Expeditions – the only cruise line to specialize exclusively in Canadian Arctic cruises – has earned the designation of Best Adventure Travel Companies 2009 by the editors of National Geographic ADVENTURE magazine.

In their second annual comprehensive ranking of the world's top outfitters, National Geographic ADVENTURE surveyed 248 adventure travel companies, and their clients. The rating criteria includes quality of service, sustainability, spirit of adventure, education and client satisfaction. Excellent scores in all criteria (especially client satisfaction!) landed us top five in the Adventure Cruising category.

In the listing, National Geographic ADVENTURE focuses on our commitment to cultural sustainability, and our Arctic exploration, saying “This is Inuit country, and who better to guide you through it than the Inuit themselves? The company is Inuit owned and operated and puts a priority on training local teens in guiding and marine navigation. Clients visit Inuit villages, learn about traditional customs, and explore arctic tundra on daily hikes and zodiac rides ... into polar bear- and orca-inhabited bays and inlets.”

Considered as “the ultimate trip planning tool” we are honored to rank so high in this very important, inclusive and influential survey.

Cruise North Expeditions Inc.®

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Cruise North is an Inuit owned and operated company. We travel exclusively to the Canadian Arctic, beginning our season in Labrador and finishing with a tour of the Northwest Passage. Our ice-class rated 122-passenger ship, the Lyubov Orlova, provides a comfortable, relaxed atmosphere for Arctic cruising. Each expedition offers exceptional opportunities for wildlife encounters with those who call the North home, including polar bears, muskox, whales, seals, caribou, whales and a wide variety of bird species including the penguin-like thick-billed murre.

Each Cruise North expedition features a first-rate Expedition team and lecture series with leading naturalists, historians, geologists and ornithologists. Itineraries include visits to ancient Inuit archaeological sites and explorations of traditional Inuit culture such as Drum dancing and throat singing.

By positioning our ship at the northern limit of the great Boreal Forest in Kuujuaq, a short two hour, 15-minute flight from Montreal and the beginning of the Canadian Arctic, Cruise North passengers bypass the traditional Arctic cruise itineraries that involve long flights to Greenland and days at sea to travel to the Arctic.

Launched in 2005, we have rapidly established ourselves as the leader in Arctic expeditions, by capturing the true spirit of the North with our Inuit ownership and Inuit guiding. We have earned a place on Conde Nast Traveler's prestigious "Green List" for our environmental efforts and our commitment to helping preserve Inuit culture through tourism.

## For more information, contact:

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