



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Arctic Leader Cruise North Adds The Northwest Passage for 2009

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, September 4, 2008. Celebrating its fifth anniversary as the leader in affordable, Arctic expeditions, Inuit-owned Cruise North Expeditions is heading further North in the summer of 2009 with the introduction of a new 8-night Northwest Passage expedition, which debuts August 28, 2009.

Tracing the legendary trading route connecting the Atlantic and Pacific Oceans first navigated by Roald Amundsen in 1903-1906, Cruise North's Northwest Passage voyage begins in the High Arctic's Resolute Bay and travels through the Canadian Arctic archipelago.

In this land of true polar desert, passengers follow the routes of the intrepid explorers, going only where the ice permits, for even with the effects of climate change, ice reigns supreme in the Northwest Passage. That said, the itinerary calls for exploration of the lands and inlets of the historic waterway including Beechey Island, Victory Point, Cambridge Bay, Gjoa Haven, Bellot Strait and Prince Leopold Island.

Cruise North Expeditions passengers travel in comfort and safety aboard the ice-class rated 122-passenger ship, the Lyubov Orlova, in the capable hands of a first-rate expedition team, accompanied by historians, naturalists, ornithologists and Inuit guides and elders.

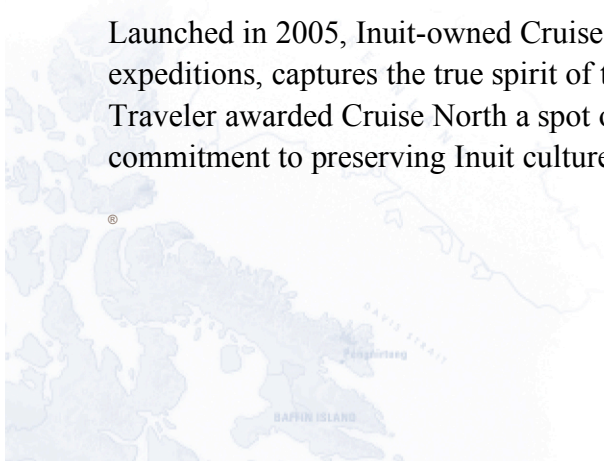
Launched in 2005, Inuit-owned Cruise North Expeditions, the leader in affordable, authentic Arctic expeditions, captures the true spirit of the North with its Inuit guiding and on-board staff. Conde Nast Traveler awarded Cruise North a spot on its prestigious "Green List" for its environmental efforts and commitment to preserving Inuit culture through tourism.

Cruise North Expeditions Inc.®

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For complete details and to make a reservation call your travel agent or Cruise North Expeditions at The Travel Network, a Virtuoso member agency in Toronto, Canada at 1-866-263-3220 or 416-789-3752 or visit <http://www.cruisenorthexpeditions.com>

Note: Cruise North Expeditions is owned by the Inuit-owned Makivik Corporation of Quebec, a highly successful investment corporation born of the first modern-day Aboriginal land claim settlement agreement in Canada (the JBNQA of 1975). Makivik also owns the well-respected First Air and Air Inuit.

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