



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Cruise North Expeditions among Canada's best Aboriginal tourism experiences

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

Canada's Arctic (Aug. 6, 2008) – Inuit-owned Cruise North Expeditions -- the pioneer of affordable expeditions into Canada's Arctic – has been singled out to represent Canada in the 2010 Olympics as one of the best Canadian Aboriginal tourism businesses by both Aboriginal Tourism Canada and the Canadian Tourism Commission (CTC).

Cruise North Expeditions was carefully selected for inclusion in the project, named "The Significant 29," through a collaborative process with provincial and territorial organizations. The goal was to identify the very best Aboriginal cultural tourism experiences that are both ready for the international market and are a part of an Aboriginal community that is ready to share its stories.

The Significant 29 experiences must provide exceptional customer service, meet provincial/territorial export-ready criteria, be willing to work with international trade channels, pay the industry standard commission, and be able to work with international travel media.

As one of the Significant 29, Cruise North Expeditions will now be highlighted within the CTC's international marketing strategy, meaning more people will hear the stories of Cruise North Expeditions and the people of Canada's Northern regions. As well, the CTC and Aboriginal Tourism Canada will update and enhance old and outdated Aboriginal tourism market research.

The first Significant 29 tangible result is a 47-page guide to Canada's best Aboriginal tourism experiences, which has been distributed to the international tourism industry's top tour operators and organizations. Plans in the works include increased internet presence, further media coverage, and integration into 2010 Winter Olympics projects.

Cruise North Expeditions Inc.®

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Toronto, Ontario, Canada M5M 4A1
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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.

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 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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