



STEWARDS OF THE NORTH

CRUISE NORTH TO EXPAND ARCTIC CLEAN-UP MISSION IN 2007

Only Cruise Line To Be Honored By Conde Nast Traveler As Leader in Earth-Friendly Travel

Montreal, CANADA, October 12, 2006 – Cruise North Expeditions is inviting travelers to not only bask in the beauty and wildlife of the Arctic, but to contribute to its preservation. The cruise line is seeking volunteers to join in its third annual hands-on Arctic clean-up mission, September 11-16, 2007 at an abandoned mining site near the community of Aupaluk in Nunavik, Quebec.

Those who volunteer for the clean-up will roll up their sleeves and work alongside Inuit and others with a passion for the North as they remove waste materials that threaten to pollute the fragile ecosystem. As a side benefit, volunteers will get to explore the scenic wonders of the Arctic and greet polar bears, musk ox and sea birds as they make their final preparations for their southward migration.

Participants will be asked to contribute \$2,000 to cover some of the costs of the clean-up operation including equipment rental and waste disposal. First Air, Cruise North's sister company, is contributing to the project with a special discounted round-trip airfare from Montreal to Kuujuaq of \$750 plus taxes. Cruise North will provide its 122-passenger ship, the Lyubov Orlova for the 2007 Arctic Clean-Up Mission as well as donate the talents of its crew and heavy equipment including vehicles and cranes.

"Our goal is to help reclaim the land for the Inuit and the wildlife," says Dugald Wells, President of Cruise North Expeditions. "While we have made great strides, much remains to be done which is why we are hoping to recruit individual volunteers to join our existing supporters from corporations, governments and non-profit organizations."

The annual Arctic Clean-Up Mission is one way that Cruise North demonstrates its commitment to preserving the integrity of the North and is also one reason why *Conde Nast Traveler* has recognized Cruise North as the only cruise line worthy of inclusion in the magazine's prestigious 2006 Green List.

Owned by Makivik, a not-for-profit organization whose mandate includes the relief of poverty, promotion of education, and assistance in the preservation and advancement of Inuit culture, Cruise North was founded on the guiding principle of serving as a catalyst for sustainable tourism in the North.

Cruise North Expeditions' itineraries make the Arctic affordable, accessible and authentic. To learn more about Cruise North Expeditions and its 2007 Arctic Season, please visit www.cruisenorthexpeditions.com or call 1-866-263-3220.

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

Notes to the Editor:

A detailed report about Cruise North's earlier Clean-Up Missions and goals for the Third Annual Clean-up Mission is available.

Conde Nast Traveler's Green List pays tribute to 12 travel entities worldwide that uphold the highest standards of environmental friendliness. Details can be found in the magazine's September 2006 issue.

Media Contacts:

Lisa Greenberg
LBG Communications
914-722-1390
<mailto:Lbgcom@aol.com>

Dugald Wells
Cruise North Expeditions
<mailto:dugald@cruisenorthexpeditions.com>