



Promotional Travel Services







Who is Casablanca Express (CBE)?

Since 1980, Casablanca Express (CBE) has been the country's leading provider of promotional travel and wholesale travel incentive products. Our low cost products have helped CBE travel well over 2 million people to and from their favorite destinations. Plus, CBE's easy to use online activation and friendly customer service staff are unsurpassed in the industry.

CBE's Reliability Is Second To None

CBE has a proven track record with 30 years of experience in the travel incentive industry. Several of our largest clients have relied upon our promotional products exclusively for over 20 years to expand their customer base and increase sales to their existing clientele.

What Are CBE Travel Incentives?

CBE Travel Incentives are fun, creative, resourceful and efficient products that are both cost effective and easy to use. Our Travel Incentives can help your business acquire, maintain, reward and renew clientele, all of which will help your company's bottom line.

How Can CBE Travel Incentives Help You?

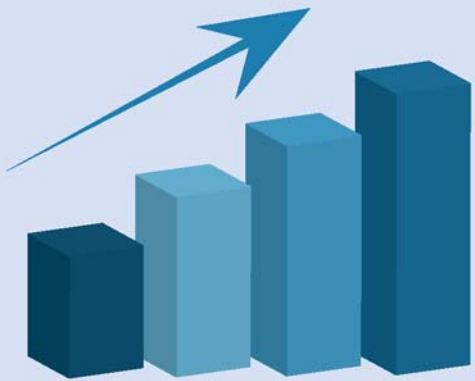
Whether you are a Fortune 500 company, or a small mom & pop shop, using CBE travel incentives will make every dollar you spend on advertising go much further. Apply our low cost travel incentives to your existing marketing and advertising campaigns and watch your response rate double or sometimes even triple.

Key Benefits to Using CBE:

- 1 Boost Your Advertising & Marketing Response
 - Low Cost
 - High Retail Value
 - Double Advertising Response

- 2 CBE's Customer Friendly Redemption Process
 - Easy Online Activation
 - Friendly Phone-In Reservations
 - 95% Customer Satisfaction Rate!

- 3 CBE's Reliability Is Second To None
 - 30 Years in Business
 - ARC/IATA/CLIA Certified
 - Large Corporate Clients



Reap the Rewards!

You can apply CBE Travel Incentives to your current marketing and advertising programs and double your response!

- Test Drive Incentives
- Credit Application Incentives
- Real Estate Incentives (open house)
- Rental Incentives (apartments, furniture, appliances, cars, costumes, etc.)
- Purchase Incentives
- Payment Incentives
- Seminars & Lectures Door Prizes
- Restaurant Incentives
- "Call To Action" Response
- And Much, Much More!

Customer Friendly Reservation Process

1 Activation

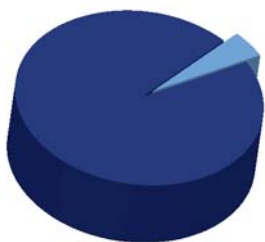
Casablanca's exclusive MyCBETrip.com web-based activation system makes activating a vacation simple, quick and secure. Customers just enter their unique activation code found on their certificate and contact information and their vacation will be activated.

2 Scheduling

Customers can contact our helpful customer service department via our toll-free number to schedule their vacation. Once customers select one of the many available dates, we collect a small reservation deposit via credit card right over the phone.

3 Travel

Prior to travel, one of our knowledgeable travel agents contacts customers to finalize the details of their vacation and offer any special packages we may have available. Travel agents then make all arrangements for the vacation and send customers their final travel package with everything they need to enjoy their vacation.



Post Travel Surveys Indicate 95% Customer Satisfaction Rate!



Customer Testimonials:

"The reservation process through Casablanca Express was a breeze. Our situation was complicated in that there were six other people all traveling together. Their agent, Kelly, was most helpful. Everything went off without a hitch. We would not hesitate to deal with that company again."

Carol Robbins
Gig Harbor, WA

"I must admit that I was somewhat hesitant to take advantage of the free trip. However, I decided to give it a try. I followed the instructions and Casablanca promptly contacted me. They were polite, kind and helpful. The upgrades offered appealed to us and we took advantage of the offer. It all worked out perfectly for us, and we had a fantastic time. I was surprised to discover that a promotional trip could actually be carried out so smoothly. Casablanca was wonderful."

Raymond A. Ferguson
Tillamook, OR



Company Certifications

Airline Reporting Corporation (ARC)

CBE maintains an ARC appointment and in-house travel agents to insure cost accountability and control.

Seller of Travel Registration

In any state with such a licensing requirement, CBE has met the requirements and is licensed according to all applicable registration laws. The Seller of Travel Registration indicates compliance with certain state government financial stability requirements, auditing waivers, and contributions to a restitution fund. CST 1020730-40. Washington State Seller of Travel Registration No. 601-682-521.

International Airline Travel Agent Network (IATA)
Cruise Lines International Association (CLIA)

CBE is a member in good standing of these trade groups which provide numbered certification used by travel industry service providers to allocate discount benefits to trade group members.



Clientele

Here are some companies that have used CBE Premium Incentive Travel Products successfully in their marketing programs:

Wyndham
Budget Car Rental
Bluegreen Resorts
Cendant
Goodyear Tires
ERA Real Estate
Trendwest Resorts
Fairfield Resorts
Century 21
Silverleaf Resorts
Pioneer Chicken
Pacific Monarch Resorts
Sunterra
Westgate

...as well as numerous car dealerships and small businesses across the country.





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