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Frans Hansen
THE CRUISE WEB INC
8100 Corporate Dr, Suite 300
Landover, MD 20785-2256

Dear Frans,

Your support for Holland America is greatly appreciated. It is a big contribution to our continuing success. In fact, for 2008, you earned **Centurion Status** with us. That means you were one of our top 100 travel sellers for the year. As a group, you represent a significant source of our revenue, and we are dedicated to building our relationship with you, especially in these more difficult economic times. We thank you for everything you do.

To commemorate your achievement, we have prepared a unique gift. You are probably aware of the distinctive magazine ad campaign we have been running recently. It is attracting lots of notice. It features stunning imagery that we believe reinforces our brand image to discriminating travel enthusiasts.

Doing justice to the Holland America onboard experience in our advertising campaign was a challenge – one that eventually led to a worldwide search for the perfect photographer to bring the campaign to life. The search ended in Vienna with two photographers, Robert Staudinger and Andreas Franke. Together, their unconventional techniques have created evocative images for numerous national and international brands. We have combined five of these images for this year's Centurion Award.

We hope to schedule an appropriate acknowledgment of your achievement sometime in 2010. Until then, we look forward to working with you far into the future.

Best regards



Paul T. Allen
Vice President, Sales