



## **Online Vacation Center Becomes Public Company**

Fort Lauderdale- March 16, 2006 -Online Vacation Center, headquartered in Plantation, Fla., announced today that it has become a publicly traded company. Previously a privately held company, Online Vacation Center will continue to operate as a technology driven and internet-based vacation seller that provides consumers with the personalized service and tools to research, plan and purchase a vacation.

Shares of Online Vacation Center Holdings will trade on the Over-the-Counter Bulletin Board (OTCBB) under the symbol ONVC. The OTCBB is a regulated electronic trading service offered by the National Association of Securities Dealers (NASD) that shows real-time quotes, last-sale prices and volume information for over-the-counter (OTC) equity securities.

To enter the public financial arena, Online Vacation Center executed a share exchange and merger agreement with Fort Lauderdale-based Alec Bradley Cigar Corporation, formerly traded under the symbol ABDC. The share exchange allows the company to divest itself of its existing cigar operations and assume the operating business of Online Vacation Center.

Since its inception in October 2000, Online Vacation Center Holdings has grown to be one of the country's largest sellers of cruise travel and has sold more than \$100 million in cruise vacations to a national base of vacation buyers.

Online Vacation Center President and CEO Edward B. Rudner said, "Through this transaction, we are seizing the opportunity to strengthen our travel business, attract appropriate merger partners and position ourselves for future growth in the vacation selling market."

With the completion of this deal, Online Vacation Center will operate under the leadership of Chairman Tony McKinnon and company founder and current CEO and President Edward B. Rudner. Travel industry veteran Brian P. Froelich has joined the company's board of directors.