



FOR IMMEDIATE RELEASE

TripInsurance.com Signs as Sponsor for Cruise Radio

Leading Travel Insurance Provider To Sponsor Popular On-Board Radio Network for Cruise Ships

Monte Sereno, Calif. (March 27, 2012) – TripInsurance.com (www.tripinsurance.com), the most trusted online resource to help travelers find the [travel insurance](#) coverage they need at savings of 40% or more, has signed a new sponsorship agreement with Cruise Radio (www.cruiseradio.net), the Internet radio resource for cruise travelers. With this new sponsorship agreement, TripInsurance.com will now be able to reach more than 125,000 listeners and readers each week who have a special interest in vacation cruising. In addition to reaching Web listeners, Cruise Radio is distributed to passengers aboard Royal Caribbean, Holland America, Celebrity Cruise Lines, Norwegian Cruise Lines, Carnival Cruise Lines, and other global cruise carriers.

Cruise Radio caters to the interests of cruise passengers of all ages. More than 15 million passengers booked North American cruises last year, and 33.7 million Americans say they intend to take a cruise sometime in the next three years. Cruise Radio was created to provide these travelers with the latest news and updates on the world of vacation cruising, including cruise planning and special travel packages. By sponsoring Cruise Radio, TripInsurance will be able to reach cruise travelers as they plan their next vacation trip, offering special insurance offers and packages custom-designed to suit the needs of cruising enthusiasts.

“Cruise travel continues to grow in popularity, but even a journey with the best cruise line has calculated risks. You can become ill or miss a connection on a stopover; there are dozens of things that could happen to ruin your cruise,” said Dan Skilken, President and CEO of TripInsurance.com. “That’s why experienced cruise travelers take out travel medical policies, trip interruption, cancellation insurance, and other types of coverage. Cruise Radio is the perfect channel to reach our customers.”

“We are delighted to add TripInsurance.com to the Cruise Radio family,” said Doug Parker, Host and Creator of Cruise Radio. “Our listeners are very sophisticated when it comes to travel-related issues. Many of them travel extensively both for pleasure and business, and they understand what could go wrong on their next cruise and what is likely to go wrong. After high-profile events like the Costa Concordia, I am sure that more of our listeners will want to learn more about TripInsurance.com.”

About Cruise Radio

Doug Parker created Cruise Radio in 2009 as an informative and entertaining resource for cruisers presenting in-depth information via Internet radio, an untapped medium that he believed had great potential. Cruise Radio caught on quickly. Buoyed by consumers looking for good value in a depressed global economy, Cruise Radio has risen to more than 125,000 weekly listeners. Ongoing weekly features highlighting the value of a cruise vacation as well as in-depth interviews with travel and cruise professionals have ensured Cruise Radio a solid position of authority in the cruise industry.

In addition to weekly webcasts, on-board Broadcast's to date: Allure of the Seas, Jewel of the Seas, Carnival Magic, Carnival Liberty, Carnival Destiny, MSC Poesia, Holland America Line's ms. Eurodam, Carnival Dream, Oasis of the Seas, Norwegian Epic, Celebrity Solstice, Celebrity Eclipse, Carnival Freedom, Carnival Fascination, Freedom of the Seas, Monarch of the Seas, Norwegian Sun, and Norwegian Sky.

For more information, visit www.cruiseradio.net.

About TripInsurance.com

TripInsurance.com is the online resource for comprehensive, comprehensible, and affordable travel insurance. Most travelers really don't understand the details and benefits of travel insurance, and buy based on recommendations from their travel agent or a third party. TripInsurance.com simplifies buying travel insurance by providing comparison shopping online for the best coverage at the lowest prices. TripInsurance.com is committed to making insurance terms easy to understand, providing the best available coverage categorized by customers' specific needs, and allowing travelers to buy direct from leading underwriters to achieve savings of 40% or more. The company is fully licensed for Property and Casualty, Life, and Accident and Health insurance in all 50 states, and the staff are fully trained and licensed insurance professionals.

For more information, visit www.TripInsurance.com.

Contact:

Dan Skilken
TripInsurance.com
(408) 215-2900
dan@tripinsurance.com

Tom Woolf
Gumas Advertising
(415) 259-5638
twoolf@gumas.com