



The technological sophistication of an Internet travel site with the personalized service of your neighborhood travel agent

**Stock Symbol: ONVC.OB**

Common Stock Price (08/18/06): \$1.50  
 52 Week Price Range: \$1.05 - \$4.00  
 Market Capitalization: \$25 Million  
 Diluted Shares Outstanding/Float: 17.1/0.9 Million  
 Inside Ownership: 61%  
 Cash and Equivalents: \$2.9 million  
 LT Debt/Equity: 0%  
 Proforma EPS 2005: \$0.132

Website: [www.onlinevacationcenter.com](http://www.onlinevacationcenter.com)

(information as of 6/30/06 except price data)

**POSITIONED TO TAKE ADVANTAGE OF VACATION INDUSTRY CONSOLIDATION**

With a strong, experienced leadership team at the helm and a profitable business at its core, Online Vacation Center Holdings has a goal to acquire a diversified portfolio of travel agencies whose range of products can be cross-sold to an extensive customer base.

**Online Vacation Center Holdings Corp.**  
 The Company, based in Plantation, Florida, is focused on building a network of diversified vacation sellers with a range of products that can be cross-sold to an extensive customer base. Target businesses will be financially and technologically sound and provide a high degree of personalized service to help customers research, plan and purchase a vacation. The Company, today one of the country's largest cruise retailers, has been in business for over 30 years and became publicly traded in March 2006.



➤ **Attractive Industry.** The industry is ripe for consolidation with approximately 20,000 travel agencies in the U.S. today down from 35,000 several years ago. They range in size from a three person shop at the small end to American Express Travel Services at the large end. Many agencies fit the Company's acquisition criteria of being well managed, with a good customer base and complementary product line. ONVC currently has approximately 40 employees and caters to the middle market, with travel packages that average in excess of \$3,000.

➤ **Strong Leadership.** The board of directors and management have a strong track record of success managing such companies as Amadeus North America, Vacation.com, American Express Travel Services, Alamo Rent A Car, Certified Tours and Renaissance Cruises. Each of the executives has more than 30 years of experience in the travel industry making them well suited to embark on a growth-through-acquisition strategy.

➤ **Solid Financial Performance.** ONVC did \$38 million in vacation sales in 2005 and posted \$8 million in revenues. The business is consistently profitable, earning net income of \$2.2 million in 2005 and \$363,570 in the first half of 2006. They have a core base of customers, with approximately 50% of bookings coming from repeat customers. Little to no working capital requirements means that the returns on capital are particularly attractive, at over 100% in 2005.

➤ **Technology Driven Marketing Expertise.** One of ONVC's key assets is its proprietary prospect database of 150,000, all who have expressed interest in receiving the Company's travel offers. In total, 40,000 households have booked travel with ONVC. The Company creates its own marketing material in house and works with its travel partners, including the major cruise lines, to offer great travel values.

**MANAGEMENT TEAM**

Richard Anthony McKinnon  
*Chairman of the Board*  
 Executive positions at American Airlines, Pan American World Airways, Delta Air Lines, Wyndham Resorts Hotels, USAir, American Hawaii Cruises and The Delta Queen Steamboat Company. Creator of Vacation.com.

Edward B. Rudner  
*Director, President and CEO*  
 CFO and COO of Alamo Rent A Car, President and CEO of Certified Tours and Chairman and CEO of Renaissance Cruises

Brian P. Froelich  
*Director*  
 Arthur Anderson, Coopers and Lybrand, US Life, Founder BFP Travel, Senior Executive American Express Travel, CEO Allied Tours (division of Global Vacation Group)

Frank Bracken  
*Director*  
 President and COO Haagar Clothing

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## ACQUISITION STRATEGY

With a large and diverse arena of acquisition candidates, ONVC is focused on several characteristics that would make for an attractive acquisition:

- **Solid Management Team.** Acquisition targets are expected to have solid management that could remain in place and assist in any integration activities or otherwise be able to be consolidated into existing operations.
- **Customer Base Synergies.** Since it is expensive to acquire customers or qualified prospects, one of the goals of any acquisition would be to build upon the company's significant database of prospects. ONVC currently has 150,000 households that have opted to receive its marketing material of travel package deals. The ability to market an acquired company's packages to ONVC's existing database and to market ONVC packages to newly acquired customers or prospects has the potential to lead to expanded sales.
- **Profitable – No Turnarounds.** The goal of the Company's acquisition strategy is to find profitable operations to combine with its core vacation business. Management is not interested in the higher risk profile of acquisitions that are not currently generating profits and would need to be fixed.
- **Diversify Travel Mix Away From Current Cruise Concentration.** Since 90% of ONVC's business is currently cruise related with only 10% coming from tours, the Company would be interested in vacation businesses that would help diversify the revenue base.
- **Take Advantage of ONVC's Infrastructure.** ONVC has significant in-house capabilities, including its Internet marketing expertise, that could add value to potential acquisition targets that are either not doing these functions at all or may be outsourcing them.

## A BIT OF HISTORY

Effective March 15, 2006, Online Vacation Center Holding Corporation completed a reverse merger with Alec Bradley Cigar Corporation, which was previously traded on the OTC Bulletin Board under ABDC. As a result of the transaction, all the assets of Alec Bradley were sold (and all of the liabilities were transferred) to Alan Rubin, the former President and CEO. Online Vacation Center became the surviving company, at which time the Company changed its ticker to ONVC.

## FINANCIAL OVERVIEW

ONVC has a stable business that has been solidly profitable historically. For 2005, revenues were nearly \$8 million. Income from operations was \$2.0 million and after a tax benefit due to a decrease in valuation allowance, net income was \$2.2 million. Assuming shares outstanding of 17.1 million, diluted earnings per share was \$0.13.

For the first six months of 2006, revenue was \$3.8 million compared to \$4.4 million in the first six months of 2005, primarily due to fewer customers traveling. Sales and marketing costs declined year over year due to a decrease in co-op marketing projects with the Company's cruise line partners in the first quarter. Income from operations was \$745,073 compared to \$1,160,890. Net income for the first six months of 2006 was \$363,570 compared to net income of \$1,712,517 in the year ago period, which included a tax benefit of \$672,820 due to a decrease in the valuation allowance benefit.

ONVC has a strong balance sheet with \$2.9 million in cash as of 6/30/06, and no long term debt. Current liabilities include \$1.3 million of customer deposits and \$448,559 of deferred revenue as well as accounts payable.

Condensed Consolidated Statement of Operations	Six Months Ended 6/30/06	Six Months Ended 6/30/05
Net Revenues	\$3,828,277	\$4,388,208
Operating Expenses		
Sales and marketing	926,541	1,264,374
General and admin.	2,156,663	1,962,944
Income from Operations	745,073	1,160,890
Other Expenses	(21,787)	(121,193)
Earnings from Continuing Operations	723,287	1,039,697
Income Taxes (benefit)	359,717	(672,820)
Net Income	363,570	1,712,517
EPS Diluted	\$0.02	\$0.10
Weighted avg. shares out.	17,106,777	17,106,777
<b>Balance Sheet Data</b>	<b>6/30/06</b>	<b>12/30/05</b>
Cash and Equivalents	2,903,991	2,213,182
Total Assets	4,949,923	4,602,360
Total Liabilities	2,850,216	5,949,096
Total Shareholders Equity	2,099,707	(1,346,736)
Total Liab. & Shr. Equity	4,949,923	4,602,360

Safe Harbor. This fact sheet may contain forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. These statements relate to future events or our future financial performance. These statements are only predictions and may differ materially from actual future events or results. Online Vacation Center Holdings Corp., Inc. disclaims any intention or obligation to revise any forward-looking statements whether as a result of new information, future developments or otherwise. Please refer to the documents filed by Online Vacation Center Holdings Corp., Inc. with the Securities and Exchange Commission, which identify important risk factors that could cause actual results to differ from those contained in forward-looking statements, including, but not limited to risks associated with (i) our ability to acquire and integrate additional businesses, (ii) our dependency on travel providers for their inventory, and (iii) changes in general economic and business conditions. Additionally, forward-looking statements concerning the performance of the travel and leisure industry are based on current market conditions and risks, which may change as the result of certain regulatory, political or economic events, a shift in consumer travel preferences, as well as those risks and uncertainties described in the Company's filings with the Securities and Exchange Commission, which could cause actual events or results to differ materially from the events described in the forward-looking statements, whether as a result of new information, future events or otherwise. Readers are cautioned not to place undue reliance on these forward-looking statements.

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