

Contact: Jennifer Huitema

July 31, 2006

Telephone: 604-637-9046

For immediate release

British Columbia's Largest Whale Watching Company, Prince of Whales, now departing from Vancouver

Vancouver, British Columbia, Canada - On Tuesday August 1, 2006, Prince of Whales newest vessel, the Ocean Magic, will be departing from the SeaBus Terminal at Waterfront Station located at 601 West Cordova Street Vancouver, BC, between Granville and Seymour right at the edge of historic Gastown.

On June 7, 2006, a new service, Ocean Magic Whale Watching Cruises, was initiated to connect Vancouver's Coal Harbour to Victoria's Inner Harbour. Now well into its first season, the Ocean Magic has become a popular choice with both visitors and locals.

The Ocean Magic is a 62-foot express cruiser capable of cruising at 50km/hour and seating 74 passengers. The boat functions as a floating classroom staffed by marine biologists who provide an educational narrative about the marine mammals you'll see along the way.

The Ocean Magic Whale Watching Cruise provides a 4.25hr tour with daily departures from Vancouver to Victoria Monday to Saturdays at 7:15am, Sundays at 8:15 am. The return trip from Victoria to Vancouver departs the Inner Harbour at 3:30pm, 7 days a week. The cruise is priced at \$149/Adult and \$125/Child one way.

The Ocean Magic also provides a Day Tour to Victoria - Whales and Gardens Tour. The most exclusive and exciting Victoria Day trip offered to guests in Vancouver!

Package includes: Pick up and drop off at all downtown Vancouver hotels, 4.25hr whale watching and wildlife viewing, complimentary coffee, hot chocolate and fresh muffins, 4 hours free time in Victoria, admission to one of several museums in Victoria, admission to the Butchart Gardens, and 1 ½ cruise onboard B.C. Ferries.

14.5 hours - price is \$269/Adults, child rates available.

For more information or to make a reservation, contact one of our agents at 1.888.383.4884 or visit us online at www.princeofwhales.com.

- 30 -

Contacts:

Melissa Pace
Director, Sales and Marketing
Prince of Whales
778.846.4882
sales@princeofwhales.com
www.princeofwhales.com

Alan McGillivray
Owner/Operator
Prince of Whales
1.888.383.4884
alanmcgillivray@shaw.ca

Victoria Office:
812 Wharf Street
Victoria, B.C.
Canada
V8W 1T3
Victoria: 250.383.4884
Toll Free: 1.888.383.4884
Fax: 250.383.4882