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MORTAR LAUNCHES NEW WEBSITE FOR *THE ORPHALESE*

Website Evokes Ultimate Luxury Travel Experience

San Francisco, Calif. (January 17, 2006) – San Francisco integrated marketing firm Mortar has developed an evocative new website for the luxury cruise ship, *The Orphalese*. Since the website's recent debut, anticipation has been building for the 2008 launch of *The Orphalese*—the world's premier ultra-luxury residential ocean liner.

Slated to debut in 2008, *The Orphalese* is the first cruise ship to offer 220 permanent residences, as well as 300 suites for cruise passengers. Leveraging the combined resources of the world's best business, real estate and design talent, *The Orphalese* will be equipped with the finest amenities available anywhere in the world. A carefully crafted itinerary will take passengers to the globe's most exciting events—from Pamplona's Running of the Bulls and Japan's Cherry Blossom Festival, to the Dragon Boat Festival in China, and the Paris Air Show.

Mortar's sophisticated design for *The Orphalese* targets an exclusive set of affluent travelers and adventure seekers. Site visitors can explore the ship's luxurious lifestyle—from dining and entertainment options, to medical facilities; its itinerary through beautiful photographs of the international events on *The Orphalese's* unique itinerary; and detailed floor plans of residential spaces.

"We envisioned a site that would call to mind the elegance of travel on *The Orphalese*," said Tim Spry, Creative Director at Mortar. "Because *The Orphalese* is in the process of being built, we had little to work with in terms of actual imagery. Instead, we developed a visual narrative using floor plans of the ship and photographs of the places it will visit."

The ship has been designed by Aker Finnyards, one of the world's leading designers and builders of cruise vessels, based in Helsinki, Finland.

"*The Orphalese* was born from a personal dream, to create an ocean-based lifestyle for the affluent market with an itinerary inspired by events,

not destinations,” noted Orphalese Global Strategies Chairman Donald V. Allen. “As we move ahead towards the ship’s debut in 2008, the website designed by Mortar is helping us turn this dream into a reality.”

To view *The Orphalese* website, visit <http://www.theorphalese.com>

About Mortar

Mortar is a young, San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today’s shell-shocked consumers. Mortar’s unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations, and immersive tactics that defy boundaries and amplify budgets. Details at: <http://www.mortaragency.com>

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