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HOLLAND AMERICA LINE AND SEABOURN CONTINUE TO CRUISE WITH DISCOVER THE WORLD MARKETING

SCOTTSDALE, AZ, Feb. 7, 2013—Holland America Line and sister brand Seabourn, both divisions of Carnival Corporation and plc (NYSE: CCL and CUK), have appointed Discover the World Marketing to expand its partnership by developing marketing and sales in Czech Republic, Indonesia, Slovakia and Vietnam.

“Both Holland America Line and Seabourn continue to expand global reach to emerging cruise markets such as the Czech Republic/Slovakia, Indonesia and Vietnam, which show great potential due to their robust economies,” commented Joe Slattery, Vice President of International Sales & Marketing for Holland America Line and Seabourn. “We’ve worked with Discover the World in the United Arab Emirates since 2007 and have had great success. Based on our excellent relationship, their strong network of local travel professionals and aptitude in online technology, we believe they will open new markets for us as well as retain and grow valuable relationships.”

“We are very pleased Discover’s global presence and ability to drive value to its clients especially through niche marketing has enabled us to expand with these two cruise lines,” said Jenny Adams, CEO of Discover the World Marketing. “Our proven and tested model for cruises has resulted in Holland America Line and Seabourn being very satisfied with the results our offices have produced. We know the sales offices in Czech Republic, Indonesia, Slovakia and Vietnam will provide them with equally great returns.

For more information about Discover the World Marketing, visit discovertheworld.com, or call (480) 707-5566 or +44 207 107 2303.

About Discover the World Marketing

Discover the World Marketing has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 80 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of 73 clients utilizing its sales, marketing and business process outsourcing services, Discover the World Marketing remains a dominant innovator for the travel industry.

About Holland America Line and Seabourn

Holland America Line's fleet of 15 ships offers more than 500 cruises to 415 ports in 98 countries, territories or dependencies. One- to 110-day itineraries visit all seven continents and highlights include Antarctica, South America, Australia/New Zealand and Asia voyages; a Grand World Voyage; and popular sailings to ports in the Caribbean, Bermuda, Alaska, Mexico, Canada/New England, Europe and Panama Canal. The line currently has a new ship on order from Fincantieri shipyard for delivery in fall 2015.

Fleetwide, the company features Signature of Excellence enhancements, a commitment totaling more than \$500 million, that showcase the Culinary Arts Center presented by Food & Wine magazine — a state-of-the-art onboard show kitchen where more than 60 celebrated guest chefs and culinary experts provide cooking demonstrations and classes — Explorations Café powered by The New York Times, Digital Workshop powered by Windows, teens-only activity areas and all new stateroom amenities highlighted by flat-panel TVs and plush Euro-top Mariner's Dream Beds.

Seabourn is consistently ranked among the world's top travel choices by professional critics and the discerning readers of prestigious travel publications such as *Departures*, *Travel + Leisure* and *Condé Nast Traveler*. Its stylish, distinctive cruising vacations are renowned for:

- Six intimate ships with just 104 or 225 suites
- *Unique itineraries visiting must-see cities and hidden gems where larger ships cannot follow*
- Intuitive, gracious service provided by a staff passionate about pleasing our guests
- Spacious all-suite accommodations with sweeping ocean views – many with verandas
- Gourmet dining experiences as fine as the best restaurants anywhere
- Open bars throughout the ship and fine wines poured with lunch and dinner

Seabourn is a brand of Carnival Corporation and plc (NYSE/LSE: CCL and NYSE: CUK), and supports the Ocean Conservation & Tourism Alliance, dedicated to education and promotion of best practices for protecting the marine environment.