



Carnival Cruise Line Named 'Most Trusted Cruise Line in America' by Reader's Digest for the Second Year in a Row

September 20, 2016

MIAMI, Sept. 20, 2016 /PRNewswire/ -- For the second consecutive year, Carnival Cruise Line has been named Most Trusted Cruise Line in America by Reader's Digest.

The award is based on a poll of more than 5,000 Americans nationwide who were asked to rate products they trust across 40 different categories in areas such as quality, value, and reliability. Carnival received more votes than any other cruise line. The awards are featured in the October issue of Reader's Digest.

Carnival continues to enhance its onboard offerings, building upon its brand promise of providing fun, memorable vacations at a great value while keeping up with consumer trends and exceeding the expectations of its guests.

Earlier this year marked the debut of the line's newest, largest and most innovative ship, Carnival Vista, which offers such groundbreaking features as the SkyRide aerial attraction, the first IMAX Theatre at sea, the RedFrog Pub & Brewery that includes the line's first on-board brewery and the fleet's largest water park highlighted by the 455-foot-long Kaleid-o-Slide.

Carnival has also expanded upon its exclusive partnerships with Food Network star Guy Fieri with plans to roll out the new Guy's Pig & Anchor Bar-B-Que Smokehouse on several ships and Dr. Seuss Enterprises, serving as the Official Seagoing Headquarters for The Cat in the Hat's presidential campaign, part of the fleetwide Seuss at Sea program.

Carnival is also a major supporter of St. Jude Children's Research Hospital, raising more than \$10 million for the hospital since launching its *Care to Play: Carnival for St. Jude Kids* program in 2010. As part of its Honor. Family. Fun. program honoring Operation Homefront, an organization that assists military families, Carnival will be hosting an exclusive shipboard concert for military families by seven-time Grammy Award-winning country music superstar Carrie Underwood aboard the new Carnival Vista when it makes its U.S. arrival in November.

The Carnival Journeys enrichment series is also expanding with more than 20 voyages visiting spectacular ports throughout Alaska, Hawaii, the Caribbean, and other destinations.

"Vacations are more important than ever and as America's Cruise Line we consider it an honor that our guests entrust us with their well-deserved vacations year after year," said Christine Duffy, Carnival's president. "Being named America's Most Trusted Cruise Line by the readers of Reader's Digest for two years running is a testament to our focus on providing our guests with unforgettable vacations as well as the incredible effort put forth by our team members, both on board and ashore," she added.

A full list of Reader's Digest Most Trusted Brands is available at www.rd.com/trust.

Additional information and reservations on Carnival's cruises are available by contacting any travel agent, calling 1-800-CARNIVAL or visiting www.carnival.com.

Carnival can also be found on:

Twitter: www.twitter.com/carnivalcruise

Facebook Fan Page: www.facebook.com/carnival

YouTube: www.youtube.com/carnival

Instagram: www.instagram.com/carnival

Journalists also can visit Carnival's media site, www.carnival-news.com or follow the line's PR department on Twitter at www.twitter.com/CarnivalPR.

About Carnival Cruise Line

Carnival, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Australia, New Zealand and the Pacific Islands. The company currently has the 133,500-ton Carnival Horizon set to debut in 2018, along with two 180,000-ton ships scheduled to enter service in 2020 and 2022.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/carnival-cruise-line-named-most-trusted-cruise-line-in-america-by-readers-digest-for-the-second-year-in-a-row-300330950.html>

SOURCE Carnival Cruise Line

Vance Gulliksen/Robyn Fink, media@carnival.com, 305-406-5464