



Princess Cruises' New Majestic Princess Arrives in Shanghai to Begin Inaugural Season in China

July 10, 2017

Naming Ambassadors Yao Ming and Ye Li Officially Name Majestic Princess at Gala Celebration

Shanghai, China (July 10, 2017) – Princess Cruises®, today announced that Majestic Princess®, the first new international luxury cruise liner tailor-made for China, has arrived in Shanghai to begin her maiden season. Yao Ming and Ye Li served as Naming Ambassadors and officially named Majestic Princess during an inaugural ceremony. The ceremony was also attended by Wang Hong, the party secretary of Baoshan District and director general of Shanghai International Cruise Business Institute, Arnold Donald, president and CEO of Carnival Corporation & plc and Jan Swartz, group president, Princess Cruises and Carnival Australia, Chinese travel agent partners, national and local media and key opinions leaders.

"The Majestic Princess inaugural celebration was remarkable for Princess Cruises as well as Carnival Corporation, as we continue to strategically reinforce our long-term commitment to the growing cruise industry in China," said Arnold Donald, president & chief executive officer of Carnival Corporation & plc, "We believe all Chinese families will appreciate the value of cruising as a new vacation option and create life-long memories from their experiences aboard *Majestic Princess*."

"We are honored to serve as the Majestic Princess Naming Ambassadors for Princess Cruises," said Yao Ming. "I'm inspired that Princess Cruises also cares so deeply about youth development in China and appreciate their support of our foundation. We look forward to enjoying a future cruise vacation aboard Majestic Princess."

Majestic Princess promises the ultimate cruise vacation, offering Princess Cruises' renowned warm, welcoming, international service experience. The new cruise ship features two specialty dinner menus designed exclusively for Princess by Michelin star-awarded chefs Emmanuel Renaut (La Mer) and Richard Chen (Harmony); the largest duty-free shops at sea; the most technologically-advanced, immersive musical and cinematic production at sea, "Fantastic Journey," featuring drones and state-of-the-art video mapping; a new youth program, "Camp Discovery" for Chinese children; and the Princess Luxury Bed developed in collaboration with board-certified doctor and sleep expert, Michael Breus, PhD.

"Majestic Princess, our new flagship, is a perfect demonstration of an 'East meets West' international cruise vacation experience" said Jan Swartz. "Representing over 50 years of experience, we are confident Majestic Princess has redefined the luxury cruising experience."

All guests who attended the inaugural celebration experienced the international luxury cruising experience as well as a range of enriching activities. Highlights included:

Elegant Design and Retail Offerings:

Majestic Princess showcases classically-modern designs, infused with fashion, art and history. The ship has the largest Atrium among the Princess Cruises fleet, featuring elegantly detailed design finishes, a range of restaurants, lounges, shops and services, plus events and activities throughout the day and evening. The Shops of Princess features the highest quality products direct from the brands' manufacturers showcased in

nearly 1,100 square meters of luxury boutiques, the largest shopping space at sea.

Exceptional Dining:

La Mer by three Michelin-star chef Emmanuel Renaut and Harmony, a specialty restaurant with modern decor, sophisticated Cantonese with a dinner menu designed by Michelin-star chef Richard Chen present guests with options of exceptional French and Chinese dining experiences.

In addition, there are more options, such as the World Fresh Marketplace, with food and flavors from around the world including traditional Chinese comfort foods at a dedicated wok station, to Mediterranean dishes, a pasta specialty counter, colorful farmer's market salads, fruits, and an array of other cold dishes. There are new specialty counters offering "East meets West" street foods, including Japanese yakitori, ramen, and satays, German grilled sausages and French crepes. In The Bakery, savor Chinese bakery favorites like egg tarts and custard and meat floss buns, as well as classic Western and European pastries and Danishes. Majestic Princess also offers guests Gong Cha, the famous bubble milk tea brand; the authentic American steakhouse experience of Crown Grill familiar across the global fleet; Lobster Grill and Dim Sum Bar as well as Alfredo's featuring Italian cuisine and "The Best Pizza at Sea."

Premier Entertainment:

The world premiere of "Fantastic Journey" presents the most technologically-advanced, immersive musical and cinematic experience at sea produced exclusively for Chinese guests aboard Majestic Princess. The ship also offers "Sing on the Sea" private karaoke, Water Color Fantasy (water fountain and multi-media light show), as well as Movies Under The Stars, the largest LED viewing screen on the Princess fleet which impressively entertains guests aboard.

In addition, as the Captain can look through glass panels in the floor of the bridge, guests onboard Majestic Princess can now share in that breathtaking view on SeaWalk®, a dramatic over-the-ocean glass walkway. The SeaWalk is the first of its kind at sea. At 60 feet long, cantilevered 128 feet above the waves and extending 28 feet beyond the edge of the ship, it affords thrilling vistas of the ever-changing seascape. Across the ship, the SeaView Bar goes one step further with a glass paneled floor and drinks prepared during exciting shows with flair.

Family Enrichment at Sea:

Debuting for China Camp Discovery is an interactive family enrichment program developed in part by Discovery Communications, California Science Center, and educators from Massachusetts Institute of Technology (MIT) and Stanford University – designed to foster creativity and initiate a love for learning that prepares children to better navigate their education and development at early learning ages.

Silk Road Sea Route

Majestic Princess recently finished the "Silk Road Sea Route," a 49-day journey from Rome to Shanghai. During the voyage the ship visited a total of 22 ports including Athens, Dubai, Cochin, Singapore, Port Klang, Xiamen, Hong Kong, and Japan before arriving in Shanghai, her new homeport in China. Majestic Princess will begin her first cruise from China on July 11, 2017, carrying 3,560 guests to a variety of cruise destinations.

In 2018, two 14-day Grand Asia voyage sailings between Shanghai and Singapore, will be available to guests throughout the world on Majestic Princess. These sailings will visit Japan, South Korea, Vietnam and

Thailand, including spending more time ashore on the late night call in Hong Kong. The first voyage departs Shanghai on February 25, 2018, with the second departing Singapore on March 11, 2018.

Princess Cruises will also call Australia home from September 2018 to March 2019. Majestic Princess will sail itineraries from Sydney and Auckland on voyages from 6 to 13 days in length, and will call in ports at destinations including New Zealand, Tasmania, Fiji and other islands in the South Pacific.

Additional information about Princess Cruises is available through a professional travel agent, by calling 1-800-PRINCESS or by visiting the company's website at princess.com.

About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise line and tour company operating a fleet of 17 modern cruise ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided with the experience of exceptional customer service. As the world's largest international premium cruise brand, Princess carries two million guests each year to more than 360 destinations around the globe on more than 150 itineraries ranging in length from three to 114 days. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

Newsroom:

Additional media information is available at princess.com/news.

For further information contact:

Negin Kamali, 661-753-1539, nkamali@princesscruises.com

Brea Burkholz, 661-753-1542, bburkholz@princesscruises.com