



Princess Cruises Gift Cards Now Available in Select Grocery Stores Nationwide

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*Cruise Line Partners with Blackhawk Network to Distribute Gift Cards in
More than 3,500 Locations*

SANTA CLARITA, Calif. (November 12, 2018) – Just in time for the holidays or any special celebration, Princess Cruises announced today that it will be the first premium cruise line to distribute its [gift cards](#) through brick and mortar retail locations across the country. The new offering is made possible by Princess' partnership with Blackhawk Network, a global financial technology company connecting brands and people through branded value solutions.

In an effort to make the gift of cruising even more accessible, gift givers can purchase [Princess Cruises](#) gift cards in more than 3,500 Kroger, Harris Teeter and Giant Eagle locations nationwide. Available in denominations between \$50 and \$500, cards can be used to purchase cruises or be used toward onboard products and services. Princess Cruises gift cards will be activated upon payment and checkout at these locations.

"Princess Cruises gift cards are flexible and a great gift choice to mark any special occasion and celebration," said Anil Mansukhani, vice president, onboard revenue & business development for Princess Cruises. "Through our partnership with Blackhawk Network and the retail expansion, we have opened up the opportunity for more consumers to have access to gift cards which are redeemable on our more than 700 cruises and can be used on board towards spa treatments, shore excursions, specialty dining, beverage packages, internet and photo packages and even retail, such as Effy Jewelry."

"Blackhawk continuously works to bring new and exciting brands to consumers and create more giftable experiences. We are pleased to add the celebrated Princess Cruises brand within our network," said Alex Barseghian, group VP, retail sales at Blackhawk Network. "Travel and experiences are top of mind with today's consumers, and a popular option this holiday season. Now consumers have a new premium cruise option with Princess Cruises."

Princess is also pleased to announce the release of our annual holiday e-gift cards. Holiday shopping is made easy with e-gift cards which can be purchased at princess.com/giftcard. This year more than five new original designs are available from which to choose, including cards with Christmas and Hanukkah-specific themes, Princess-branded options including Stanley the bear, and Happy Holidays greeting in the languages of some of the destinations we sail.

Princess Cruises gift cards can be redeemed on princess.com, through travel agent advisors and by calling 1-855-426-0168. For more information and to view Princess Cruises gift card options, visit www.princess.com/giftcard.

Additional information about Princess Cruises is available through a professional travel advisor, by calling 1-800-PRINCESS (1-800-774-6237), or by visiting the company's website at www.princess.com.

About Blackhawk Network

Blackhawk Network Holdings, Inc. is a global financial technology company and a leader in connecting brands and people through branded value solutions. Blackhawk platforms and solutions enable the management of stored value products, promotions and rewards programs in retail, ecommerce, financial services and mobile wallets. Blackhawk's Hawk Commerce division offers technology solutions to businesses and direct to consumers. The Hawk Incentives division offers enterprise, SMB and reseller partners an array of platforms and branded value products to incent and reward consumers, employees and sales channels. Headquartered in Pleasanton, Calif., Blackhawk operates in 26 countries.

For more information, please visit BlackhawkNetwork.com, CashStar.com, HawkCommerce.com, HawkIncentives.com or our product websites GiftCards.com, GiftCardMall.com, Cardpool.com, GiftCardLab.com and OmniCard.com.

About Princess Cruises

One of the best-known names in cruising, Princess Cruises is a global premium cruise line and tour company operating a fleet of 17 modern cruise ships, carrying two million guests each year to more than 380 destinations around the globe, including the Caribbean, Alaska, Panama Canal, Mexican Riviera, Europe, South America, Australia/New Zealand, the South Pacific, Hawaii, Asia, Canada/New England and World Cruises. A team of professional destination experts has created more than 150 award-winning itineraries, ranging in length from three to 111 days and Princess Cruises has been continuously recognized as "Best Cruise Line for Itineraries."

Princess Cruises continues its multi-year, "Come Back New Promise" – a \$450 million-dollar product innovation and cruise ship renovation campaign that will continue to enhance the line's onboard guest experience. These enhancements result in more moments of awe, lifetime memories and meaningful stories for guests to share from their cruise vacation. The product innovations include partnerships with award-winning Chef Curtis Stone; engaging entertainment inspired shows with Broadway-legend Stephen Schwartz; immersive activities for the whole family from Discovery and Animal Planet that include exclusive shore excursion to onboard activities; the ultimate sleep at sea with the award-winning Princess Luxury Bed and much more.

Three new Royal-class ships are currently on order with the next new ship, Sky Princess, under construction scheduled for delivery in October 2019. Princess recently announced that two new (LNG) ships which will be the largest ships in the Princess fleet, accommodating approximately 4,300 guests with expected delivery in 2023 and 2025. Princess now has five ships arriving over the next six years between 2019 & 2025. 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

Brian O'Connor, 661-753-1530, boconnor@princesscruises.com